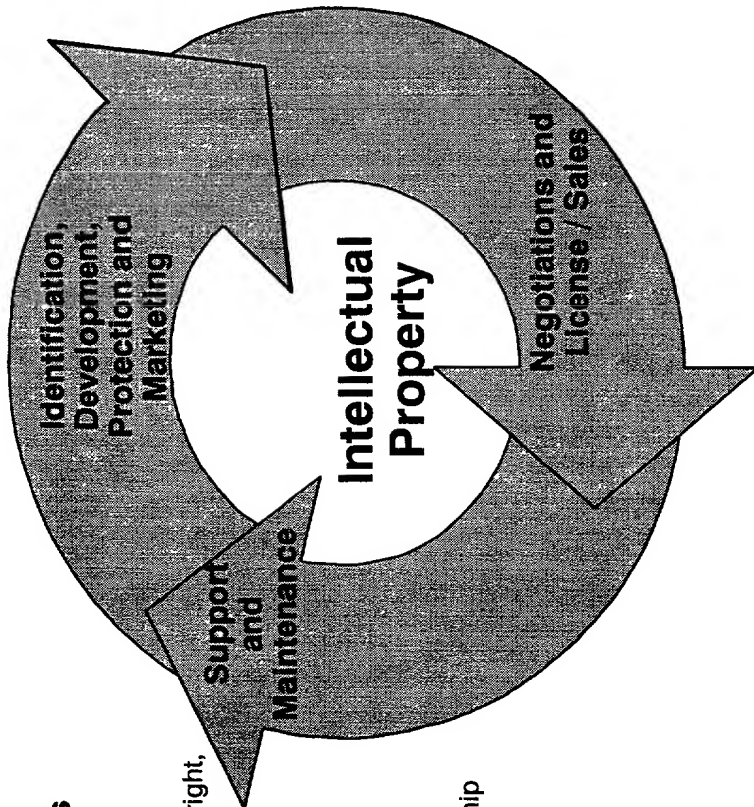


# Continuous Intellectual Property Process

## III. Support and Maintenance:

- Internal reward and recognition programs
- IP protection and policing:
  - Patent, trademark, copyright, trade secret, portfolio management
  - Policing IP
- Relationship Management:
  - Internal Entities
  - External Sales Partnership and End Users

- Royalty Management
- Quality Standards Management



## I. Identification, Development, Protection and Marketing:

- Identification:
  - Identify new intellectual property (inventions, technology, ideas, brands)
  - Identify potential marketing opportunities
- Development:
  - Develop inventions, technology, ideas for IP protection
  - Develop marketing sales channels
- Protection:
  - Protect IP with patents, copyrights, trade secrets, trademarks
  - Protect with Non-Disclosure Agreements

## Marketing:

- Market & competitive analysis
- Financial analysis

## II. Negotiations and License/Sales:

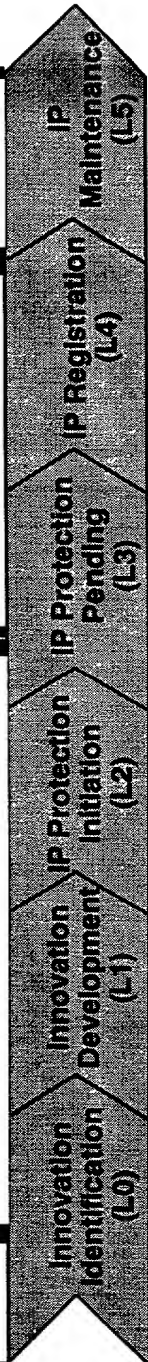
- IP Negotiations (e.g., with customers, government agencies)
- License / Sales Initiation
  - Contact vendors
  - Contact end users
- Contract development, negotiation and completion

FIG. 1

# IP Protection Life Cycle

## Continuous IP Process:

Support Identification, Development and Protection Negotiations and Sales Maintenance



<b>Effort Spent:</b>	• 1-2 hours/product • 1-2 hours • 3-5 hours	• 1-2 hours/patent • 3-5 hours/trademark • 1 hour/copyright	• 3-5 hours/patent • 3-5 hours/trademark • 1 hour/copyright	• 3-5 hours/patent • 1-2 hours/trademark • 1 hour/copyright	• 1-2 hours
<b>Time Elapsed (per level):</b>	• 1-5 days • 1-5 days	• 1-5 days • 1-5 days	• 1-5 days/patent • 18-24 months/patent • 1-5 days/trademark • 6-12 mos/trademark • 2-3 months/copyright • 12-18 mos/trademark • 3-4 weeks/copyright	• 1-5 days/patent • 1-5 days/trademark • 1-5 days/copyright • 1-5 days/patent • 1-5 days/trademark • 1-5 days/copyright	• 1 day + periodic • 20 years/patent • 5-10 years/trademark • 10 years/copyright
<b>Time Elapsed (total):</b>	• <1 week	• 1-2 weeks			

Note: Trade secrets need not be registered, but reasonable steps must be taken to keep secret, including proper markings and use of Non-Disclosure Agreements.

## IP Protection Activities:

• Internal awareness and education	• Further educate innovation generator on information needed for IP protection	• Assess disclosure form	• Verify filing award received (if any)	• Assist in notification to innovation generator	• Verify issuance award received (if any)
• Internal relationship building	• Assist innovation generator in getting innovation to point for protection with IP	• Notification to IP Protection legal	• Assist innovation generator with issues relating to using innovation while IP protection pending	• Assist innovation generator in marking innovation with registration information	• Record all relevant IP information
• Identify protection opportunities	• Assist IP Marketing with technical understanding	• Verify disclosure award received (if any)	• Follow up with legal innovation regarding status	• Assist innovation generator in understanding extent of IP protection	• Internal follow up
• Identify type of protection(s) needed	• Assist IP Marketing with technical understanding	• Follow up with innovation generator and legal	• Review written documents from government agency where application filed & assist in response	• Verify registration	• IP policing
• Catalog & qualify opportunities	• Disclosures received	• Application filed			
• Notification to IP Marketing for marketing	• Clearance Searches				
• IP Protection team member assigned					

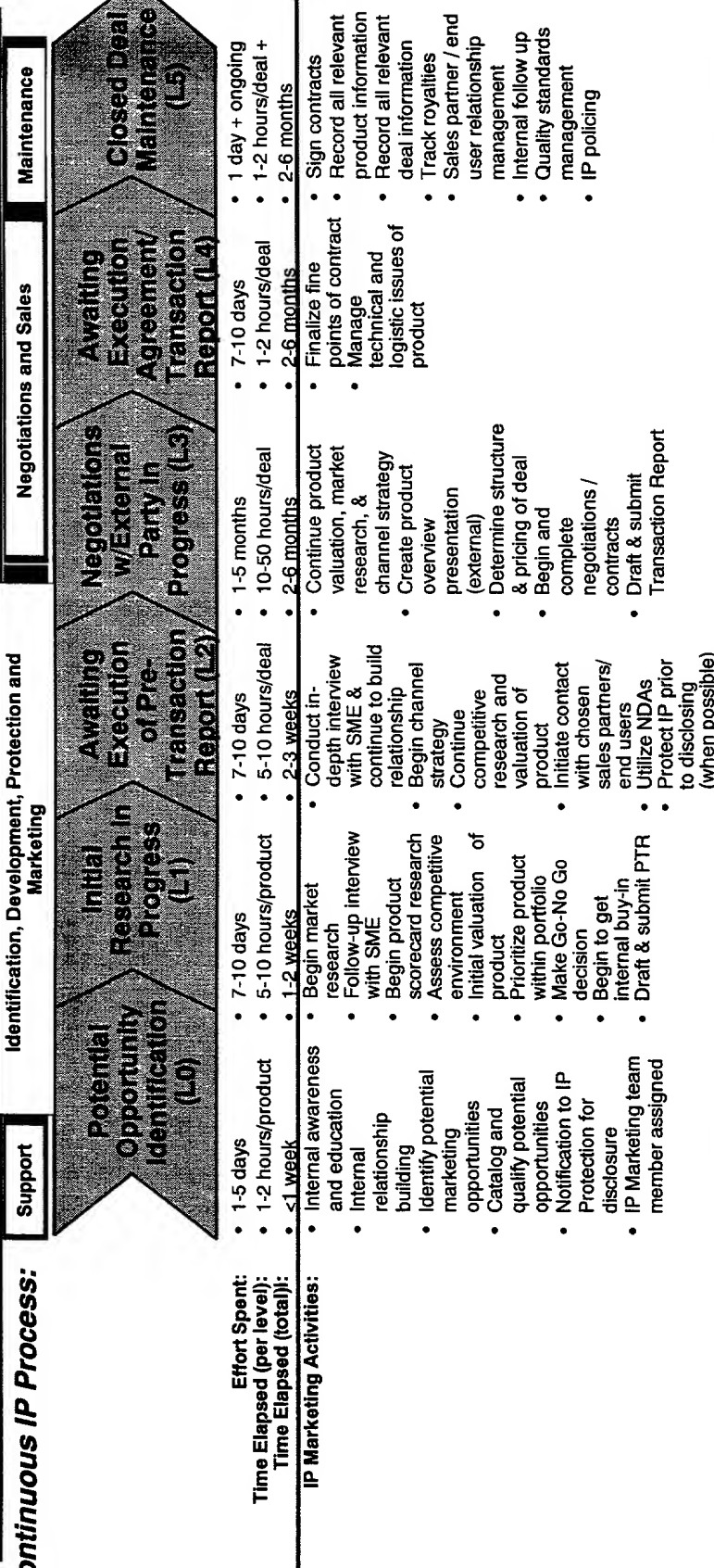
## Measures:

• Innovations identified (#/types)	• # Disclosures	• # Applications filed	• Proper innovation usage during IP	• # Registration	• IP attributes cataloged
• Quality of Innovations	• Innovation attributes known and cataloged	• Quality of applications	• Pendancy	• Proper markings	

FIG. 2

# IP Marketing Life Cycle

## Continuous IP Process:



## Measures:

- Products identified
- Quality of products
- Product attributes known & cataloged
- PTR for all deals
- Accuracy of valuations
- Terms of deals
- # times contract reworked
- TR for all deals
- Revenues
- % licensed with patent protection
- Deal attributes cataloged

FIG. 3

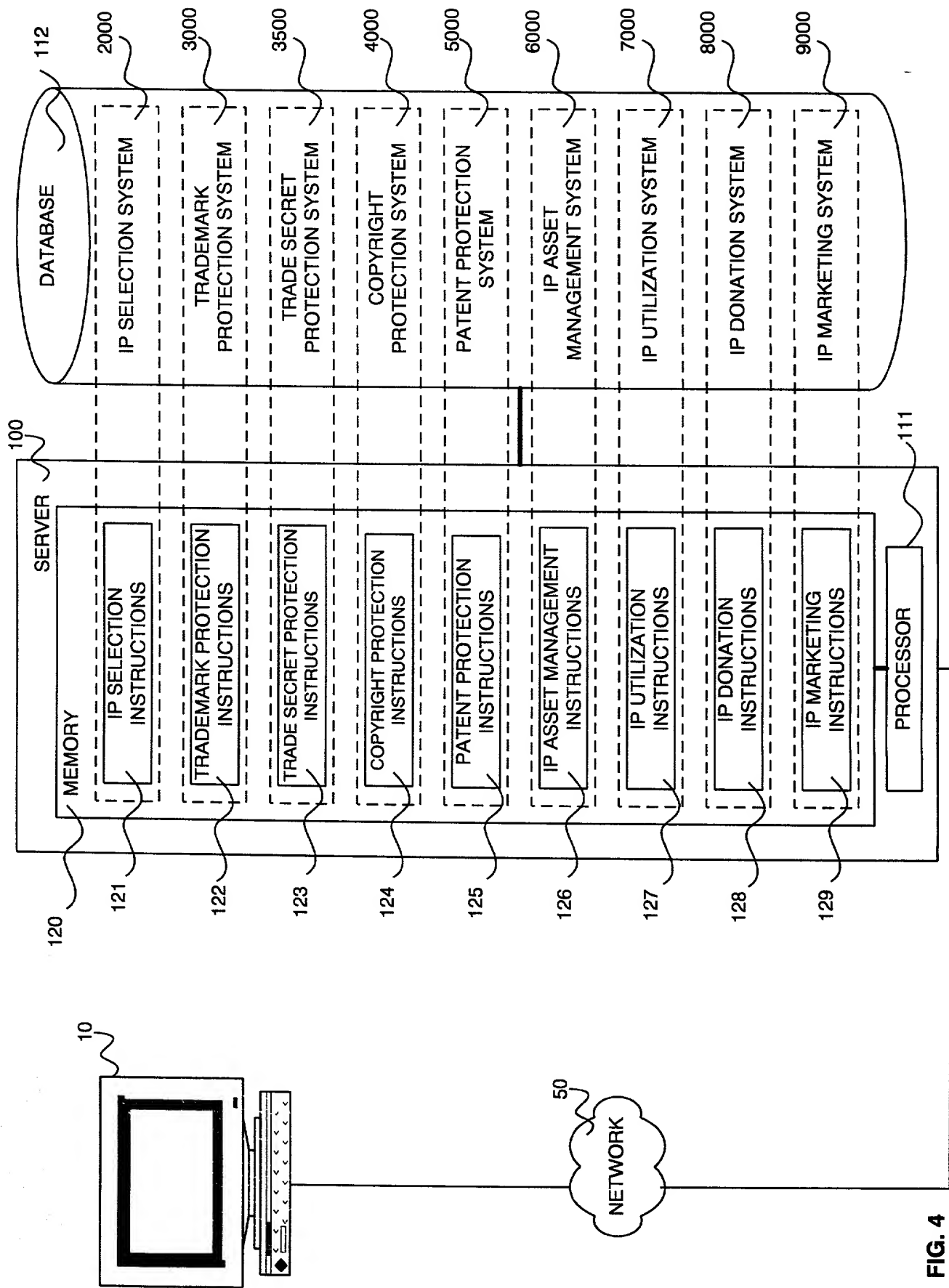


FIG. 4

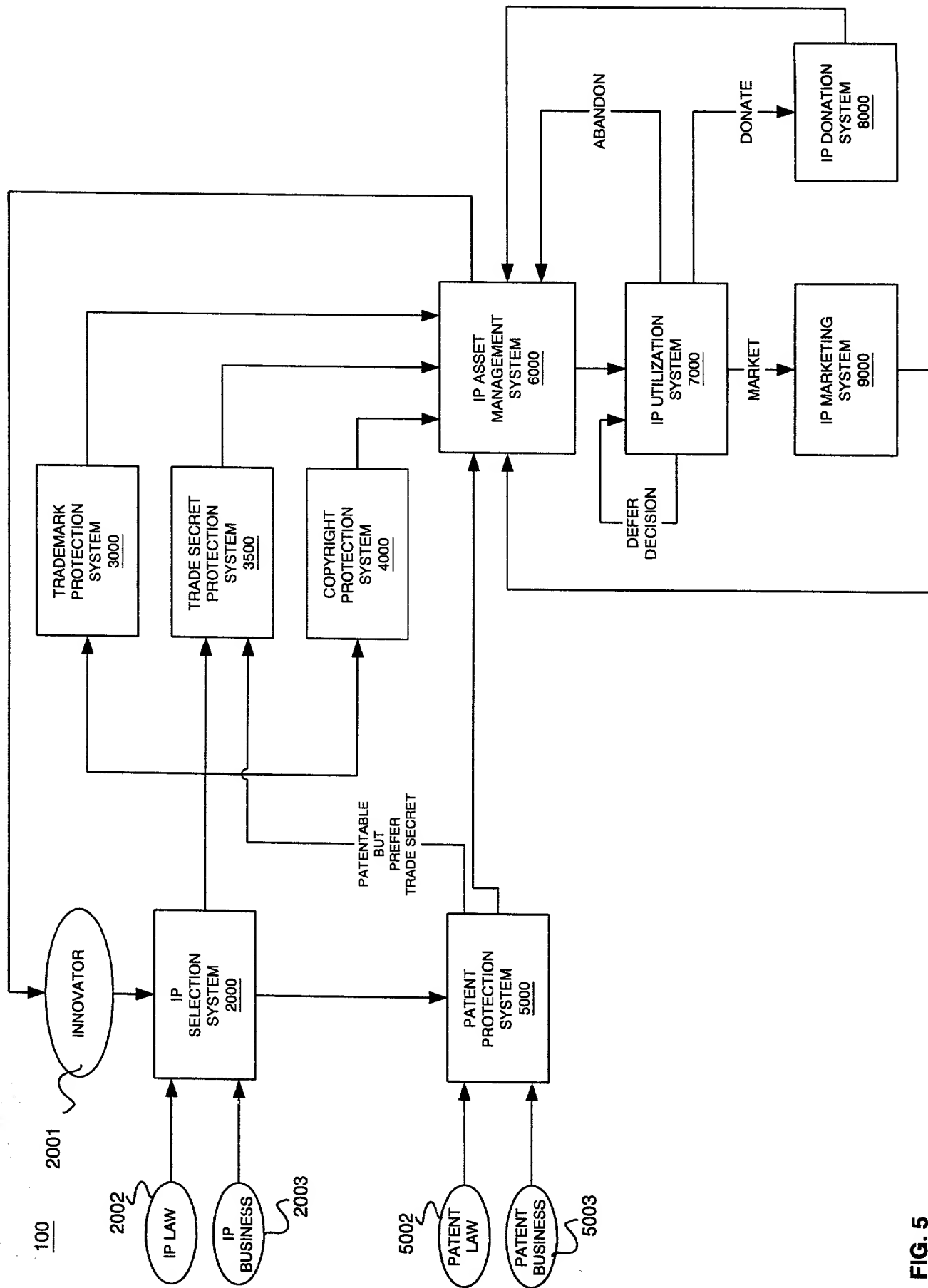


FIG. 5

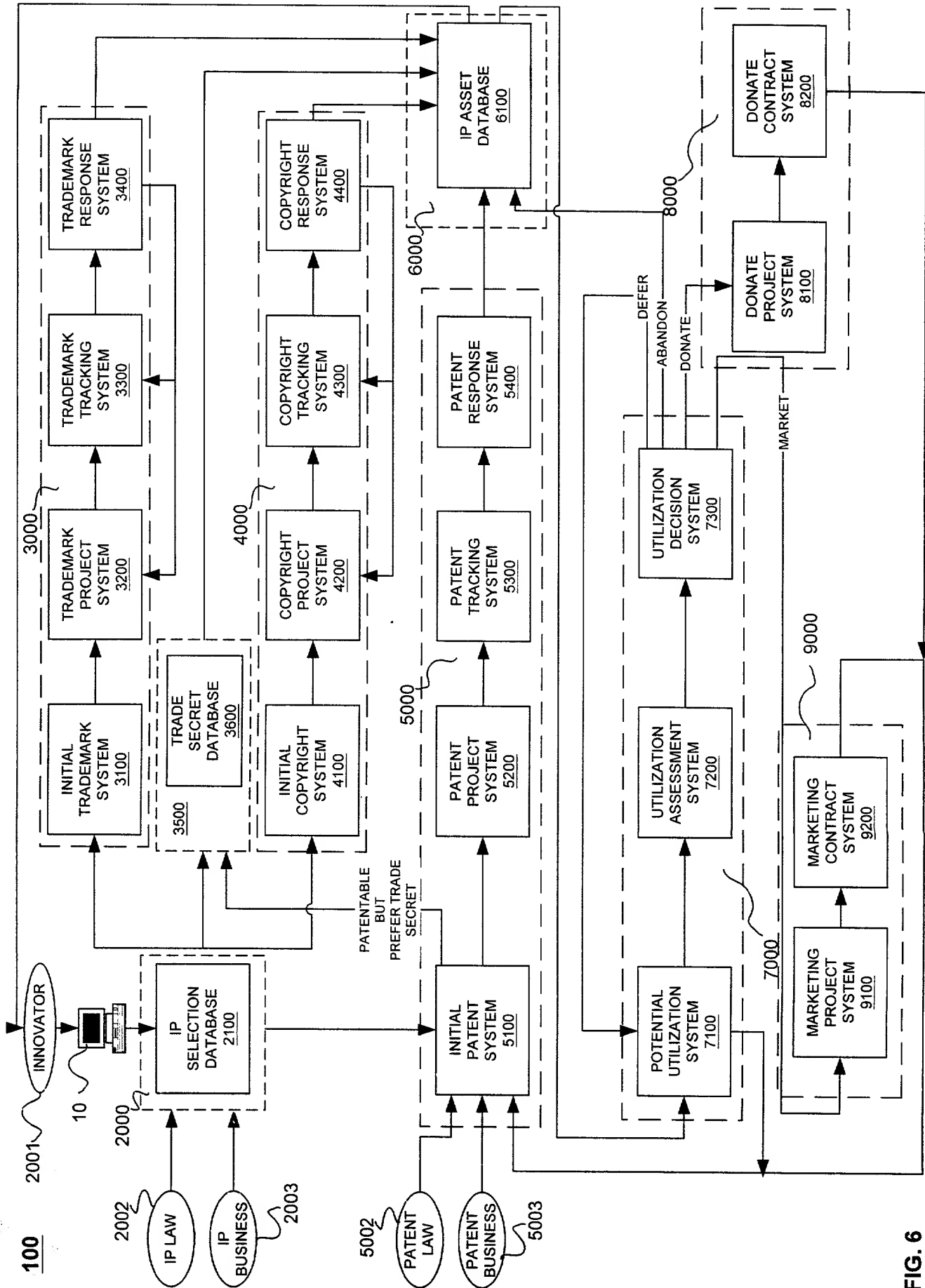


FIG. 6

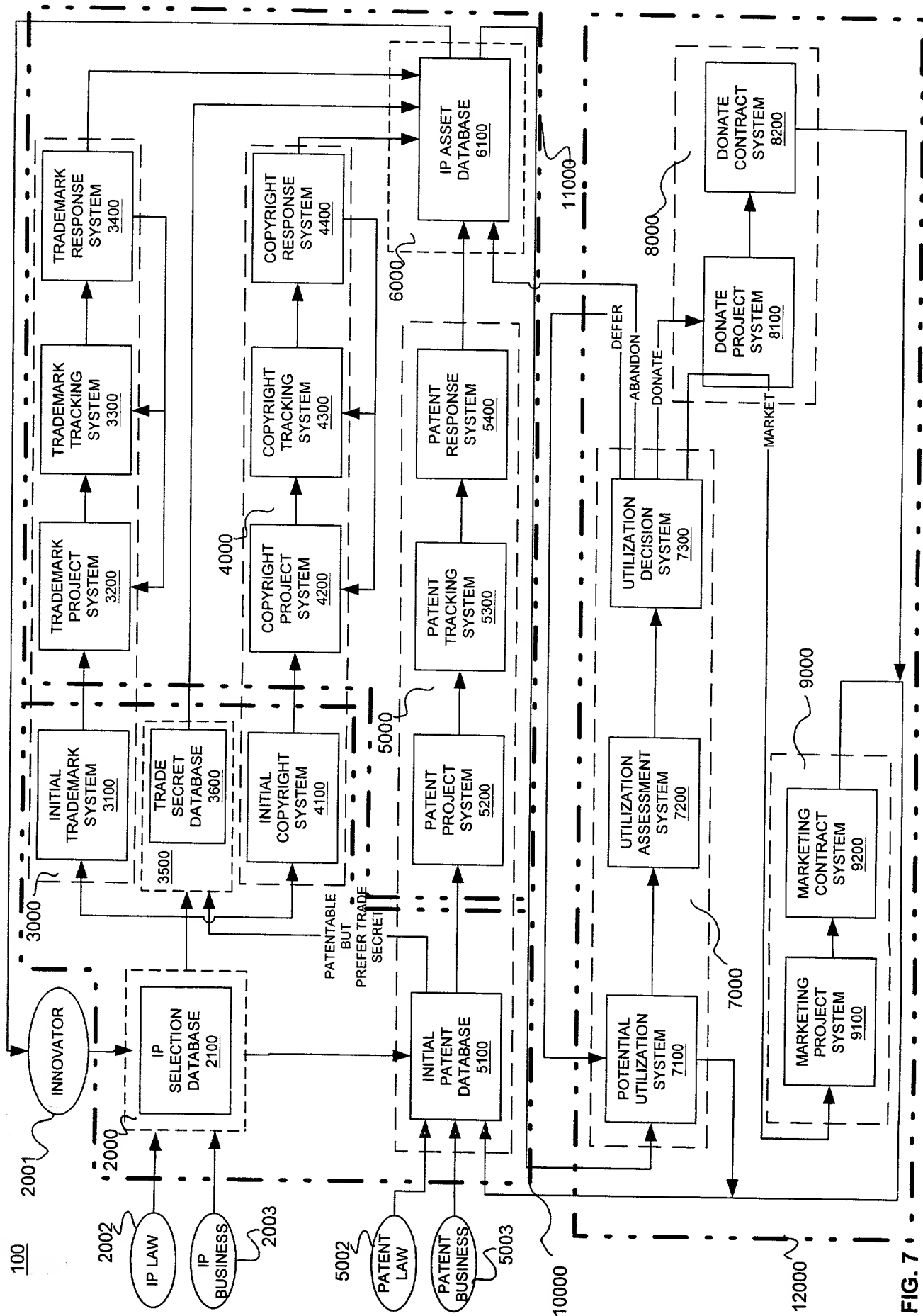


FIG. 7

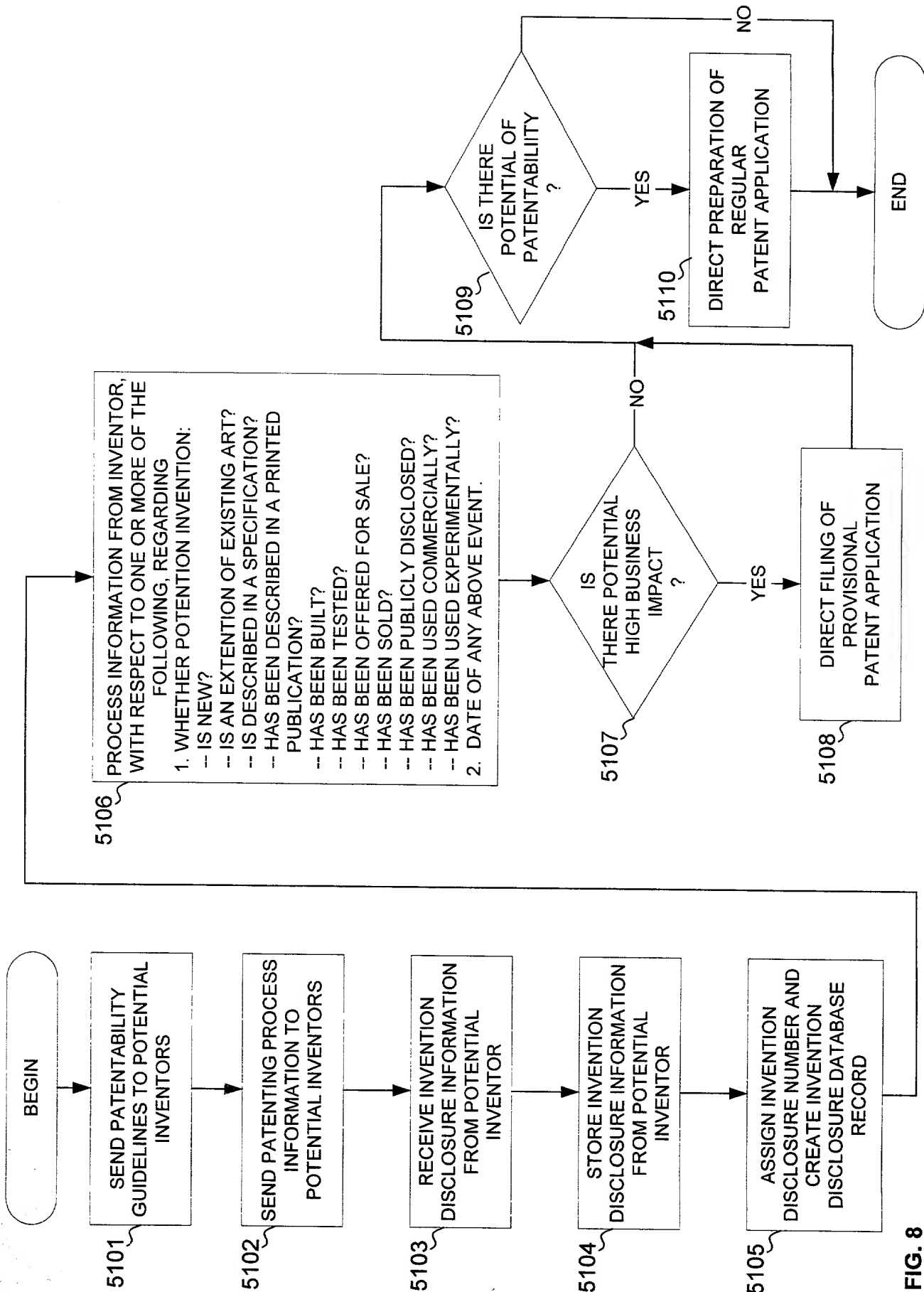


FIG. 8

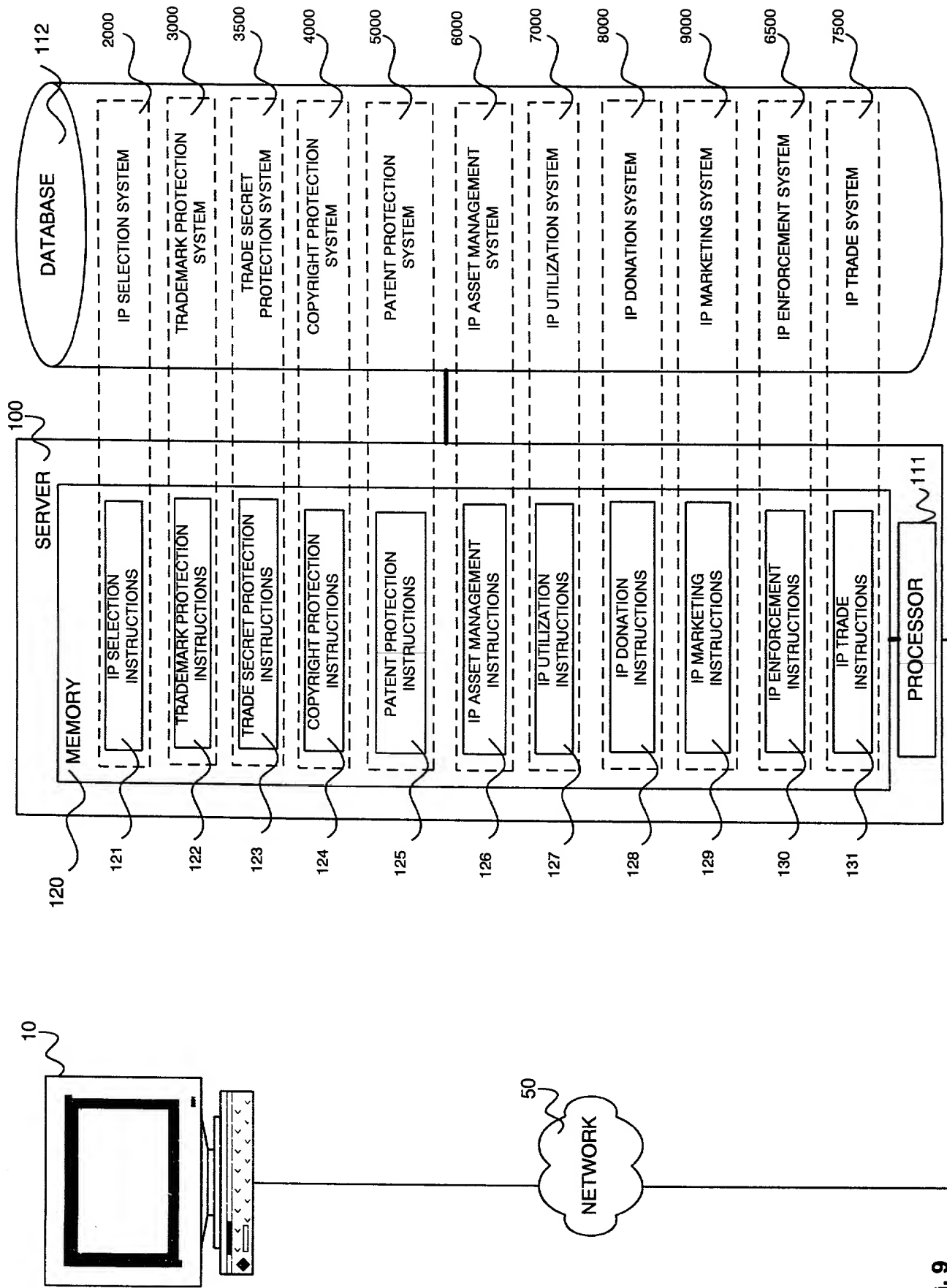


FIG. 9

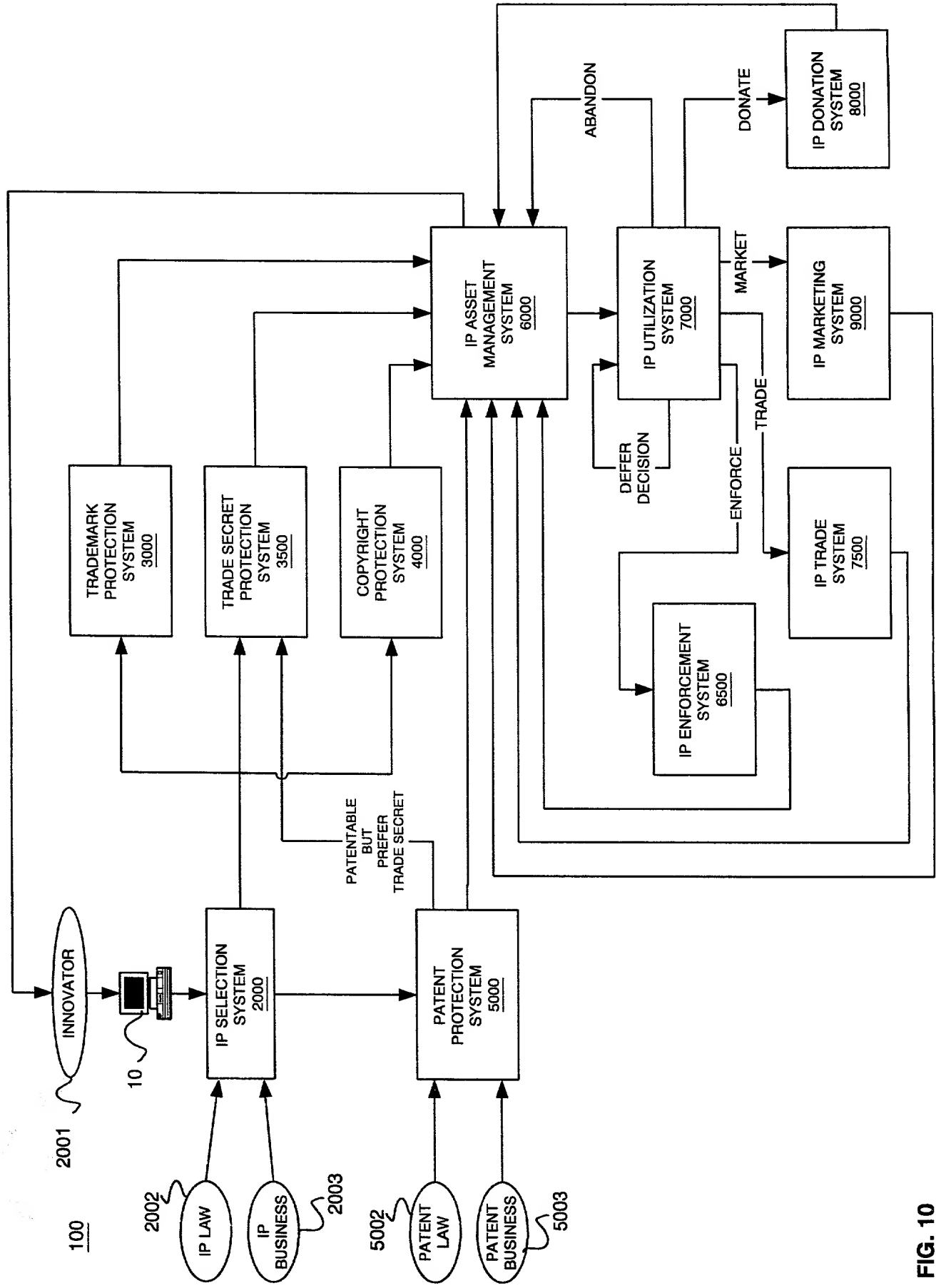


FIG. 10

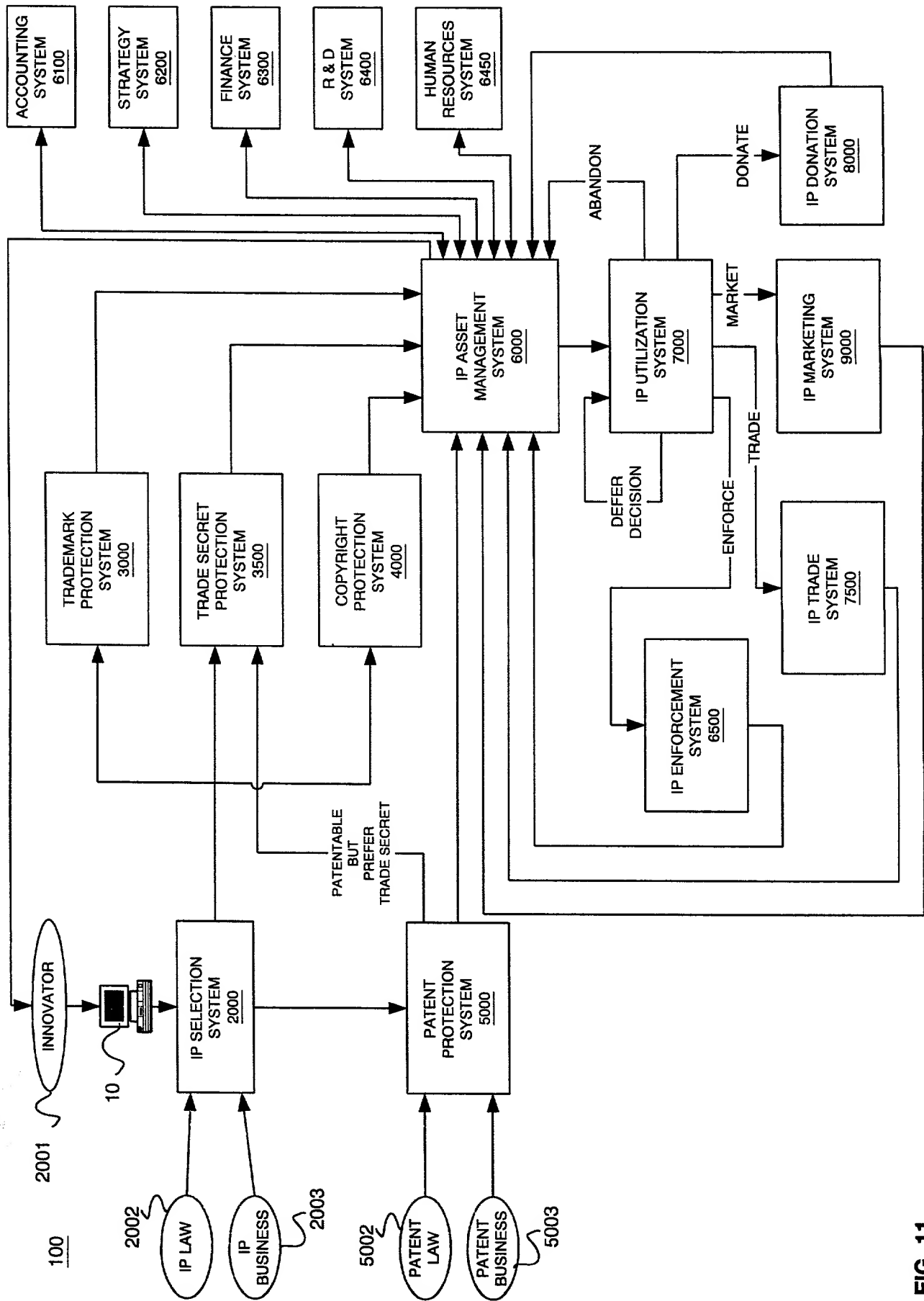


FIG. 11

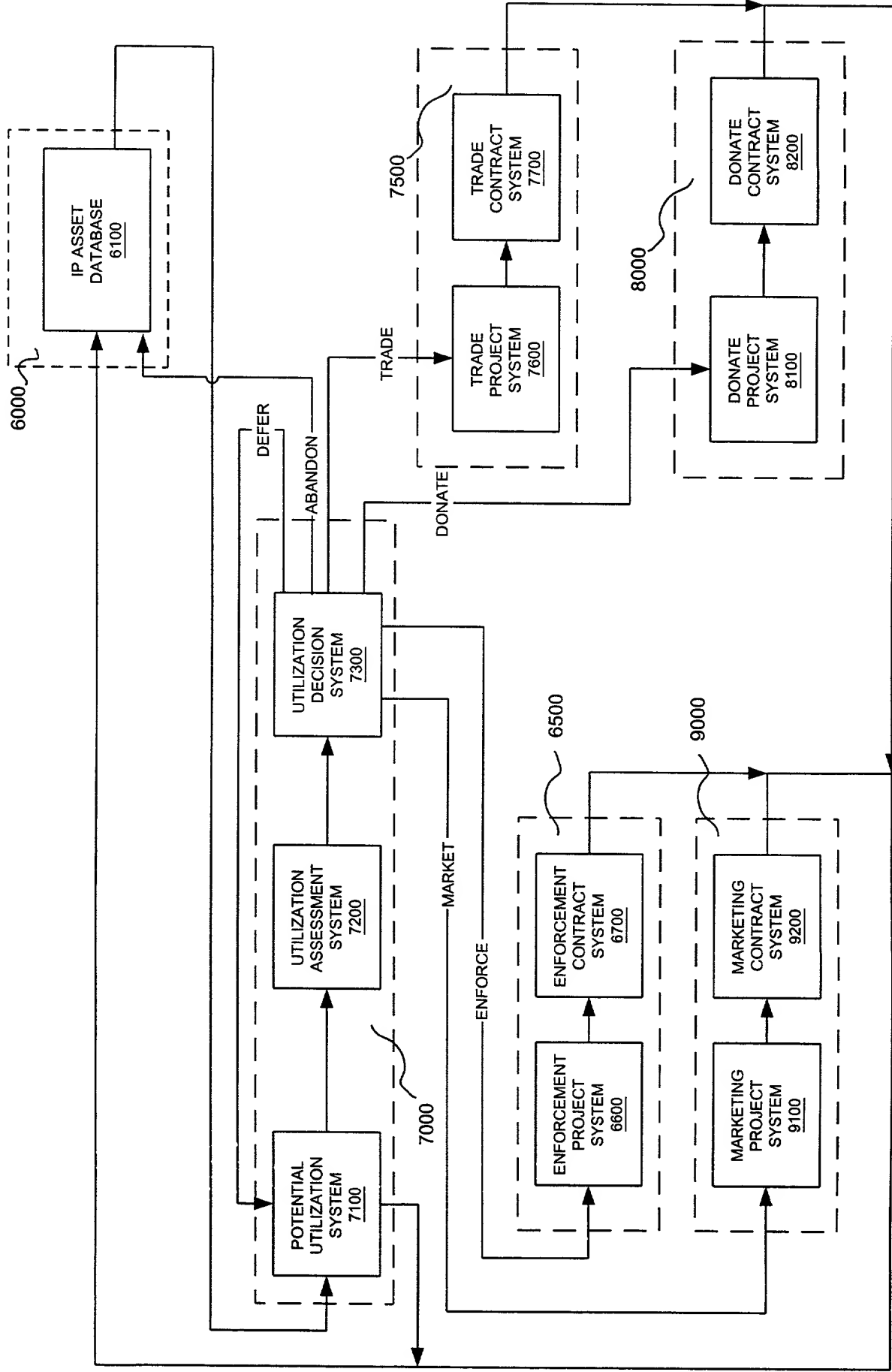


FIG. 12

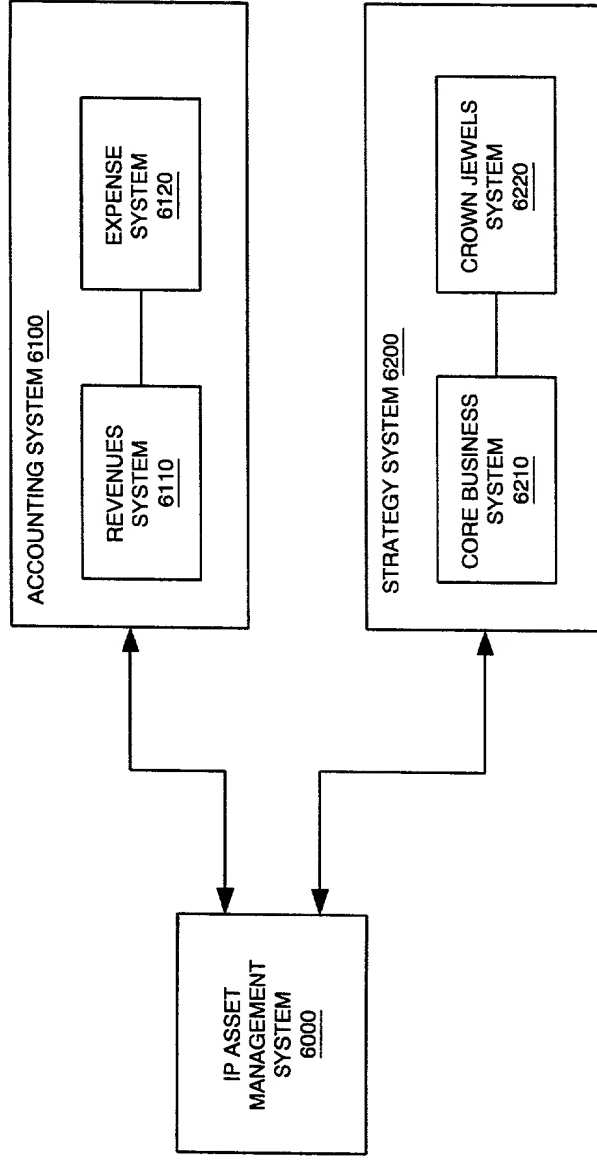


FIG. 13

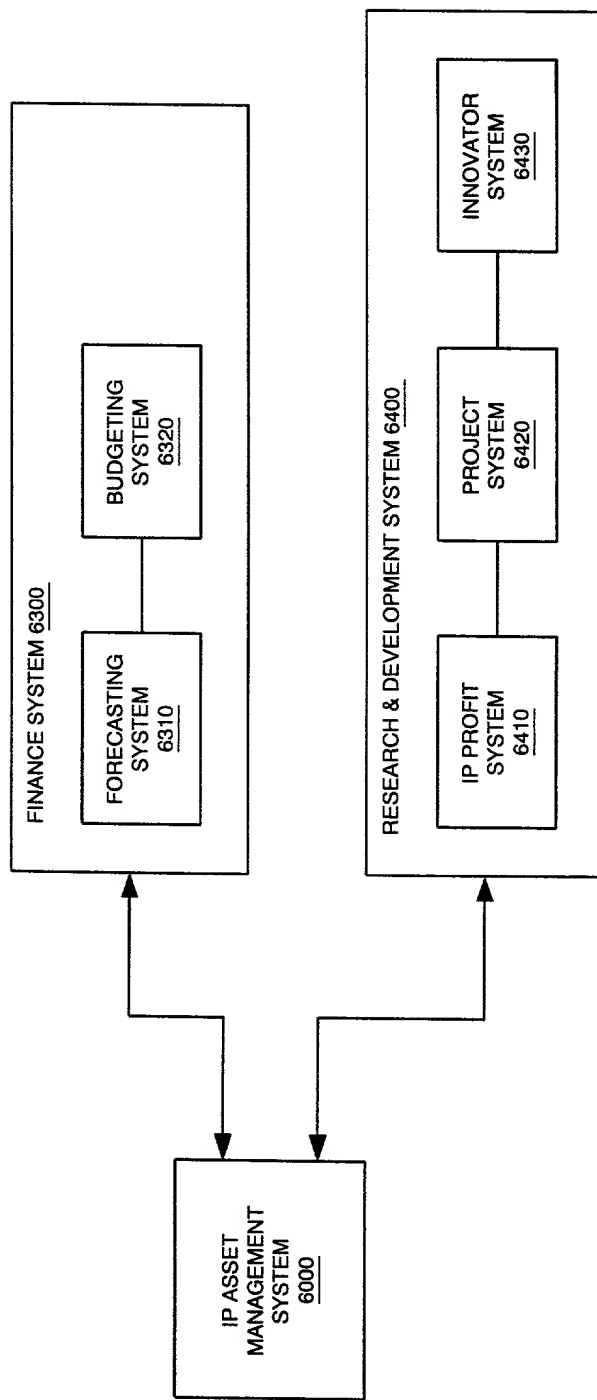


FIG. 14

	PRODUCT	B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%
1	PRODA	BUB	X						42					2001	3.5M	0.5
2	PRODB	BUC	Z										45	4Q 00	1M	0.9
3	PRODC	BUA	Z				35							4Q 00	3.5M	0.25
4	PRODD	BUA	Y					35						4Q 00	3.5M+	0.5
5	PRODE	BUD	X					35						4Q 00	3.5M	0.05
6	PRODF	BUE	W					35								
7	PRODG	BUD	W		35											
8	PRODH	BUC	X					35						2001	500K	
9	PRODI	BUE	Z						35					2001		
10	PRODJ	BUE	X					40						2001	5M	0.33
11	PRODK	BUB	W								47			2001	6M	0.9
12	PRODL	BUD	Y	31X										-----	-----	-----
13	PRODM	BUB	Y					35								
14	PROD N	BUA	W				38							2001		
15	PRODO	BUC	Y	36X										-----	-----	-----

INITIAL RESEARCH	MARKET RESEARCH	PTR	APPROVAL	MARKET PLAN	SELL	NEGOTIATE	TR	APPROVAL	EXECUTE CONTRACT	SETUP CONTRACT	AUDIT CONTRACT
------------------	-----------------	-----	----------	-------------	------	-----------	----	----------	------------------	----------------	----------------

FIG. 15

	PRODUCT	B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%
1	PRODF	BUE	W					35								
2	PRODG	BUD	W		35											
3	PRODK	BUB	W								47			2001	6M	0.9
4	PROD N	BUA	W				38							2001		
5	PRODA	BUB	X						42					2001	3.5M	0.5
6	PRODE	BUD	X					35						4Q 00	3.5M	0.05
7	PRODH	BUC	X					35						2001	500K	
8	PROD J	BUE	X					40						2001	5M	0.33
9	PRODD	BUA	Y					35						4Q 00	3.5M+	0.5
10	PRODL	BUD	Y	31X										-----	-----	-----
11	PRODM	BUB	Y					35								
12	PRODO	BUC	Y	36X										-----	-----	-----
13	PRODB	BUC	Z										45	4Q 00	1M	0.9
14	PRODC	BUA	Z				35							4Q 00	3.5M	0.25
15	PRODI	BUE	Z						35					2001		
				INITIAL RESEARCH	MARKET RESEARCH	PTR	APPROVAL	MARKET PLAN	SELL	NEGOTIATE	TR	APPROVAL	EXECUTE CONTRACT	SETUP CONTRACT	AUDIT CONTRACT	

FIG. 16

	PRODUCT	B/U	LEAD	L1	L2	L3	L4	L5	L6	L7	L8	L9	L10	GOAL	\$	%
1	PRODB	BUC	Z										45	4Q 00	1M	0.9
2	PRODK	BUB	W								47			2001	6M	0.9
3	PRODA	BUB	X						42					2001	3.5M	0.5
4	PRODI	BUE	Z						35					2001		
5	PRODD	BUA	Y					35						4Q 00	3.5M+	0.5
6	PRODE	BUD	X					35						4Q 00	3.5M	0.05
7	PRODF	BUE	W					35								
8	PRODH	BUC	X					35						2001	500K	
9	PRODM	BUB	Y					35								
10	PRODJ	BUE	X					40						2001	5M	0.33
11	PRODC	BUA	Z				35							4Q 00	3.5M	0.25
12	PROD N	BUA	W				38							2001		
13	PRODG	BUD	W		35											
14	PRODL	BUD	Y	31X										-----	-----	-----
15	PRODO	BUC	Y	36X										-----	-----	-----
				INITIAL RESEARCH	MARKET RESEARCH	PTR APPROVAL	MARKET PLAN	SELL	NEGOTIATE	TR APPROVAL	EXECUTE CONTRACT	SETUP CONTRACT	AUDIT CONTRACT			

FIG. 17

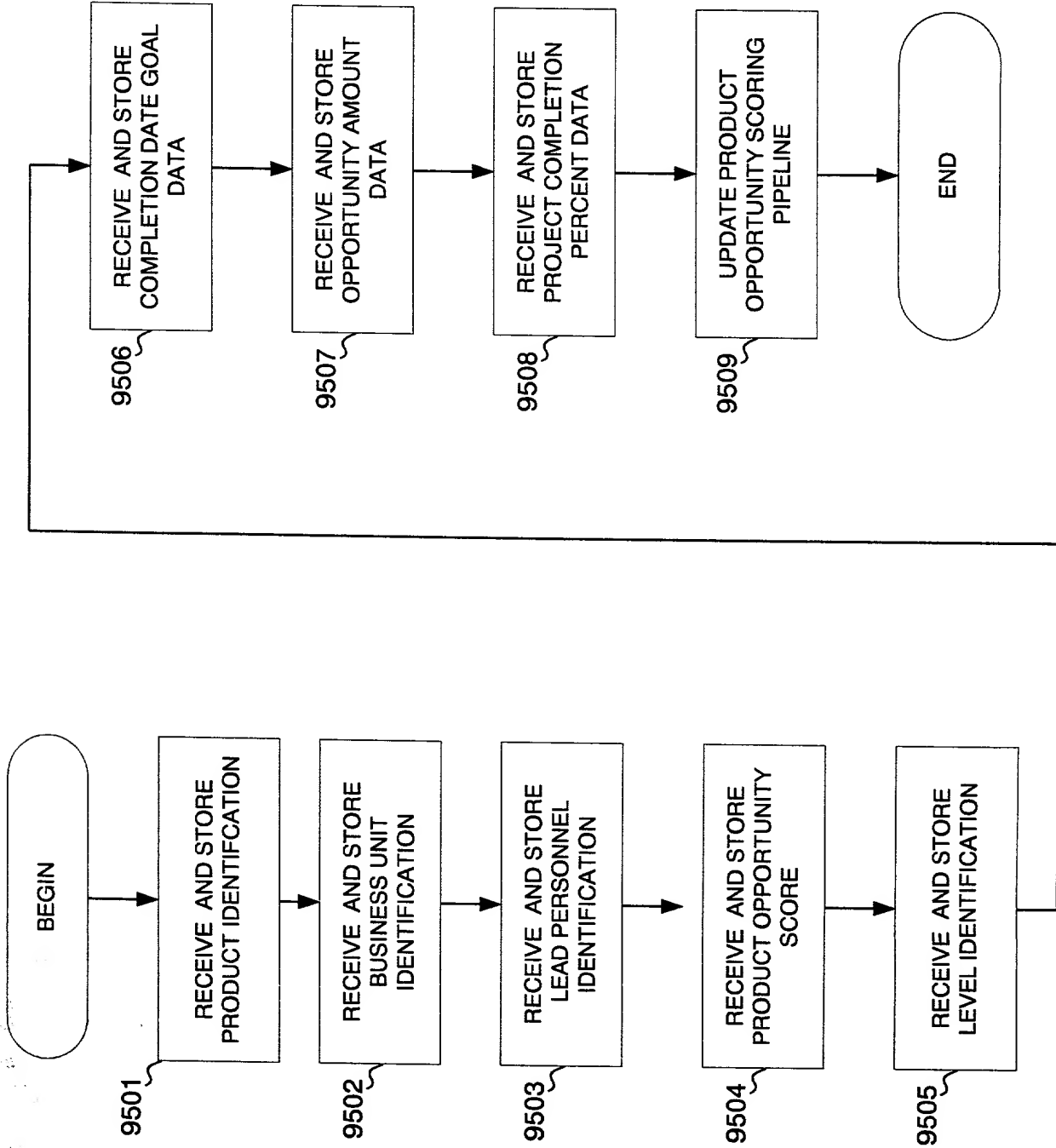


FIG. 18

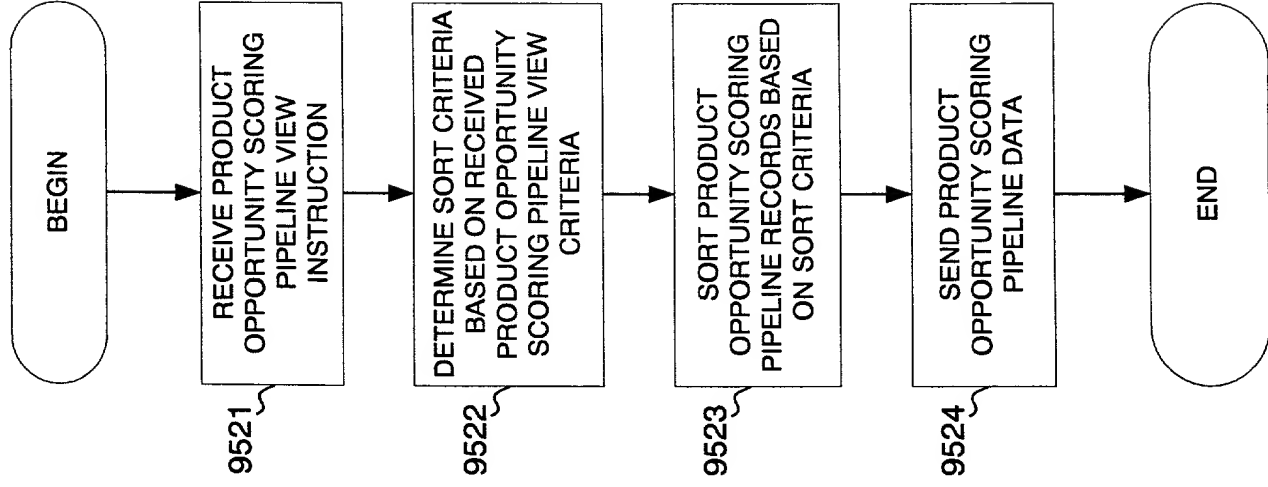


FIG. 19

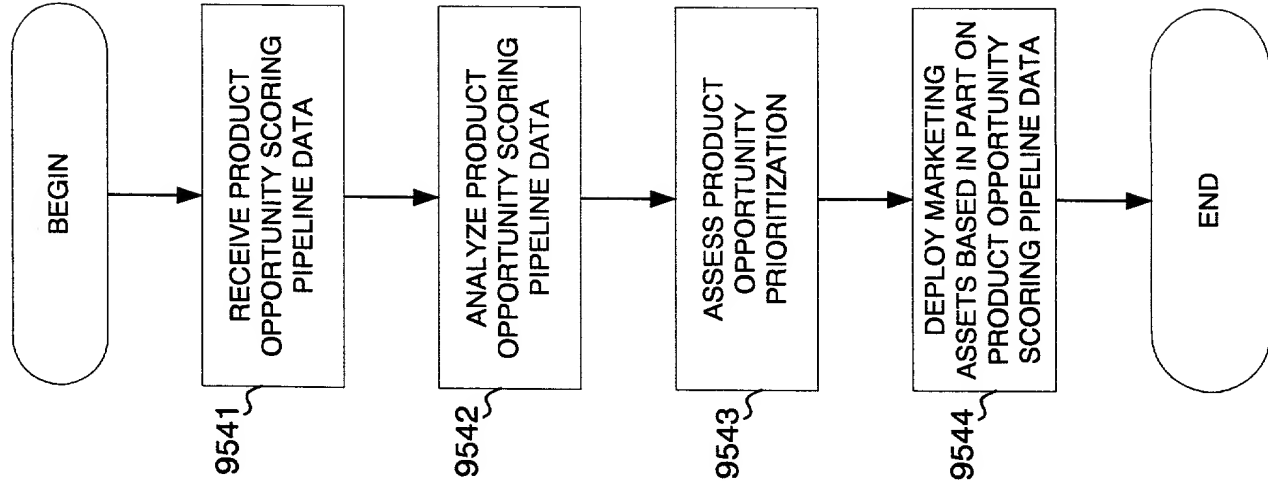


FIG. 20

Intellectual Property Development, Marketing and Maintenance Database System		
IP Marketing Database - Tables		
Table		Description
Companies		Table of companies
Marketing Opps		Table of IP marketing opportunities
IP Marketing Database - Companies Table		
Field Name	Data Type	Description
Formal Name	Text	Mailstop
IP Marketing Database - Marketing Opps Table		
Field Name	Data Type	Description
Opp #	AutoNumber	
Status	Text	
Estimated Mktg Date	Date/Time	
Product/Project Name	Text	
Product Group	Text	
Product Type	Text	
Type of IP Involved	Text	
BellSouth Entity	Text	
BellSouth Contacts	Memo	
BIPMAN Contact1	Text	
BIPMAN Contact2	Text	
BIPMAN Contact3	Text	
BIPMAN Contact4	Text	
Mktg Participant Name	Text	
Mktg Participant Address1	Text	
Mktg Participant Address2	Text	
Mktg Participant City, State,	Text	
Mktg Participant Contacts	Memo	
Mktg Participant Type	Text	
Deal Size	Text	
Estimated Deal Range	Text	
Estimated Deal Value	Text	
Priority	Text	
Description of Opportunity	Memo	
Background of Deal	Memo	
Financial Analysis	Memo	
Competitive Analysis	Memo	
Status of Deal	Memo	
Anticipated Timelines	Memo	
Pre-Trans Approval Person	Text	
Pre-Trans BellSouth Co	Text	
Title of Pre-Trans Approver	Text	
Date Pre-Trans Approved	Date/Time	
Final Bus Approval Person	Text	
Final Bus Approver's BellSouth	Text	
Title of Final Bus Approver	Text	
Date Final Bus Approved	Date/Time	
Final Legal Approval Person	Text	
Final legal Approver's BellSouth	Text	
Title of Legal Bus Approver	Text	

FIG. 21

Date Legal Bus Approved	Date/Time	
Follow-Up Date	Date/Time	
Follow-Up Needed	Memo	
Patent Status	Text	
IT Platform	Memo	
Level 1 Date	Date/Time	
Level 2 Date	Date/Time	
Level 3 Date	Date/Time	
Level 4 Date	Date/Time	
Level 5 Date	Date/Time	
Sub-entity	Text	
Top25	Yes/No	
<b>IP Marketing Database - Queries</b>		
<b>Queries</b>		<b>Description</b>
CoAlphaSort		
Level 0 WIP Report		
Level 1 WIP Report		
Level 2 WIP Report		
Level 3 WIP Report		
Level 4 WIP Report		
Level 5 WIP Report		
Marketing Opps Query		
Most Recent New Deals		
Opportunity Summaries - Specify 1 Entity Only		
Report by Entity-Specify 1 Entity Only		
Top 25 Report		
<b>IP Marketing Database - Forms</b>		
<b>Forms</b>		<b>Description</b>
Marketing Opps		
<b>IP Marketing Database - Reports</b>		
<b>Reports</b>		<b>Description</b>
Deal Overview by Vendor		
Level 0 WIP Report		
Level 1 WIP Report		
Level 2 WIP Report		
Level 3 WIP Report		
Level 4 WIP Report		
Level 5 WIP Report		
Most Recent New Deals		
Opportunity Summaries - ALL		
Opportunity Summaries - Specify 1 Entity Only		
Report by Entity - All		
Report by Entity-Specify 1 Entity Only		
Sales Funnel by Status		
Sales Funnel Tracking by Date		
Top Deals Report		

FIG. 22

### Contract Tracking Database - Tables

Tables		Description
Agreement Types		
Companies		
Contracts Listing		
Contract Tracking Database - Agreement Types Table		
Field Name	Data Type	Description
ID	AutoNumber	
Agreement Type	Text	
Description	Memo	
Contract Tracking Database - Companies Table		
Field Name	Data Type	Description
ID	AutoNumber	
Field1	Text	Company names
Contract Tracking Database - Contracts Listing Table		
Field Name	Data Type	Description
ID	AutoNumber	
First Pary	Text	
Second Party	Text	
Third Party	Text	
Effective Date	Date/Time	
Termination or Renewal Date	Date/Time	
Termination/Renewal Terms	Memo	
Confidentiality Period?	Text	
Executed Copy on File?	Text	
Location of Original	Text	
Additional Comments	Memo	
Agreement Type	Text	
Executed Contract Image	Hyperlink	Link to scanned image of signed original agreement
Other Document Image	Hyperlink	Link to scanned image of signed original agreement
Transaction Report Image	Hyperlink	Link to scanned image of signed original agreement
Affiliate Involved	Text	
Transaction Type	Text	
Types of IP Involved	Text	
Frequency of Payment	Text	
Payment/Royalty Due Date	Date/Time	
Additional Payment Terms	Text	
Amount Due	Text	
1999 YTD Payments	Currency	
2000 YTD Payments	Currency	
2001 YTD Payments	Currency	
2002 YTD Payments	Currency	
2003 YTD Payments	Currency	
IPTYPE 1	Text	
IPTYPE 2	Text	
IPTYPE 3	Text	
IPTYPE 4	Text	
IPTYPE 5	Text	
Project Name	Text	

FIG. 23

[illegible]

Contract Tracking Database - Queries		
Queries		Description
Company Alpha Order		
Unexecuted Agreements		
Contract Tracking Database - Forms		
Forms		Description
Contracts Listing		
Contract Tracking Database - Reports		
Reports		Description
Unexecuted Agreements		

FIG. 24

Innovation Awards Database - Tables		
Tables		Description
Awards		
Company Addresses		
ESP Coordinators		
IP Coordinators		
Innovation Awards Database - Awards Table		
Field Name	Data Type	Description
Key #	AutoNumber	Unique Key
Award #	Text	Award ID#
LegalCaseNo	Text	Legal Dept. Case No.
Greeting	Text	Mr., Ms., Dr. etc.
FullName	Text	Recipient's Full Name
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone#	Text	Business Phone
FAX#	Text	Business FAX
IP ID#	Text	Name of IP Coordinator
SupvGreetings	Text	Mr., Ms., Dr. etc.
SupervisorName	Text	Supervisor's Name
SupvBusAdr1	Text	Supervisor's Mailstop
SupvBusAdr2	Text	Supervisor's Street Address
SupvCity	Text	Supervisor's City
CupvState	Text	Supervisor's State
SupvZipCode	Text	Supervisor's Zip
DHGreeting	Text	Mr., Ms., Dr. etc.
DeptHead	Text	Name of Department Head
DHBusAdr1	Text	Department Head Mailstop
DHBusAdr2	Text	Department Head Street Address
DGCity	Text	Department Head City
DHState	Text	Department Head State
DHZipCode	Text	Department Head Zip
Disclosure Received by Legal	Text	Date Disclosure Received by Legal
Disclosure Received by BIPMAN	Text	Date Disclosure Received by BIPMAN
Letter & Gift Sent to Inventor	Date/Time	Date Letter & Gift Sent to Inventor
Date Application Filed	Date/Time	Date Application Filed
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Filing Award Request sent to IPC	Date/Time	Coordinator
Filing Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Filing Award Recognized at Luncheon	Date/Time	Banquet
Date Application Issued	Date/Time	Date Application Issued
US Patent Number	Text	US Patent Number
Date BIPMAN Notified of Filing	Date/Time	Date BIPMAN Notified by Legal
Issuance Award Request sent to IPC	Date/Time	Coordinator
Iss Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Iss Award Recognized at Luncheon	Date/Time	Banquet
Date 5th Patent Issued	Date/Time	Date Application Issued
US Patent Numbers	Text	US PATENT Numbers for 5 Issued Patents

FIG. 25

Date BIPMAN Notified of Inv Ach Awd	Date/Time	Date BIPMAN Notified by Legal
Inv Ach Award Request sent to IPC	Date/Time	Coordinator
Inv Ach Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Inv Ach Award Recongnized at Luncheon	Date/Time	Banquet
Date General Award Appl Rec'd	Date/Time	Date Application Filed
General Award Request sent to IPC	Date/Time	Coordinator
General Awd Payment Conf Rec'd	Date/Time	Confirmation of Payment to Inventors Rec'd
General Award Recognized at Luncheon	Date/Time	Banquet
Date Article Published	Date/Time	Date Application Filed
Date BIPMAN Notified of Publication	Date/Time	Date BIPMAN Notified by Legal
Rec'd Request for Release Form	Date/Time	Req. for Release Form Rec'd
Publication Award Request sent to IPC	Date/Time	Coordinator
Confirmation of Payment Red'd	Date/Time	Confirmation of Payment to Inventors Rec'd
Publ Award Recoongized at Luncheon	Date/Time	Banquet
General Notes	Memo	Comments
Award Type	Text	Type of Award
Gift Received	Text	Gift Sent to Inventor
Disclosure Title	Memo	Title of Patent Disclosure
Application Title	Memo	Title of Patent Application
Patent Title	Memo	Title of Issued Patent
Publication Title	Memo	Title of Published Article
General Award Title	Memo	Reason for General Award
\$ Amount of General Award	Text	\$ Amount of General Award
BellSouth Employee	Text	Still with BellSouth?
DHTitle	Text	Department Head's Title
BSCC ESP Disclosure	Text	Designates if disclosure was rec'd thru BSCC ESP Program
ESP Coordinator	Text	ESP Coordinator's Name
<b>Innovation Awards Database - Company Addresses Table</b>		
<b>Field Name</b>	<b>Data Type</b>	<b>Description</b>
CompanyName	Text	Company Name
FormalName	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
<b>Innovation Awards Database - ESP Coordinators Table</b>		
<b>Field Name</b>	<b>Data Type</b>	<b>Description</b>
ESP Coordinators	Text	
Company	Text	
Market	Text	
Department	Text	
State/Region	Text	
Phone	Text	
Fax	Text	
Street Address 1	Text	
Street Address 2	Text	
City	Text	
State	Text	
ZipCode	Number	
Mail Code	Text	

FIG. 26

Innovation Awards Database - IP Coordinators Table		
Field Name	Data Type	Description
IP ID#	Text	IP Coordinator ID#
FullNameIPC	Text	Coordinator's Full Name
Title	Text	Mr., Ms., Dr., etc.
CompanyName	Text	Company Name
BusAdr1	Text	Mailstop
BusAdr2	Text	Street Address
City	Text	City
State	Text	State
ZipCode	Text	Zip
Phone#	Text	Business Phone
FAX#	Text	Business FAX
Innovation Awards Database - Queries		
Queries		Description
Awards Query		
By Date & IPC - Apps Filed		
By Date & IPC - Disclosures Filed		
By Date & IPC - Patents Granted		
By Date & IPC - Apps Filed		
Certificates for Publication Awards		
Certificates for Recipients of Filing Awards		
Certificates for Recipients of Issuance Awards		
Company Order		
DH Mailing Labels - Filing Awards		
DH Mailing Labels - Inv Ach Awards		
DH Mailing Labels - Issuance Awards		
DH Mailing Labels - Publication Awards		
DH of Recipients of Filing Awards		
DH of Recipients of Inventor Ach Awards		
DH of Recipients of Issuance Awards		
DH of Recipients of Publication Awards		
Disclosure Award Letter		
Disclosure Award Letter Query		
Disclosure Gift Check		
General Award		
Inventor Achievement Award		
Inventor Mailing Labels - Filing Awards		
Inventor Mailing Labels - Inv Ach Awards		
Inventor Mailing Labels - Issuance Awards		
Inventor Mailing Labels - Publication Awards		
Issuance Award Winner Check		
Open Filing Awards		
Open General Awards		
Open Inventor Achievement Awards		
Open Issuance Awards		
Open Publications Awards		
Patent Filing Award		
Patent Issuance Award		
Progress Report		
Publications Award		
Recipients of Filing Awards		

FIG. 27

Recipients of Inventor Achievement Awards		
Recipients of Issuance Awards		
Recipients of Publication		
<b>Innovation Awards Database - Forms</b>		
<b>Forms</b>		<b>Description</b>
Awards		
Company Addresses		
ESP Coordinators		
IP Coordinators		
<b>Innovation Awards Database - Reports</b>		
<b>Forms</b>		<b>Description</b>
Awards		
By Date and IPC - Apps Filed		
By Date and IPC - Disclosures Filed		
By Date and IPC - Patents Granted		
Copy of Recipients of Issuance Awards - Report for Award Mfg		
DH of Recipients of Filing Awards		
DH of Recipients of Inventor Ach Awards		
DH of Recipients of Issuance Awards		
DH of Recipients of Publications Awards		
Disclosure Award letter		
General Award Form		
Inventor Achievement Award Form - 10 issued		
Inventor Achievement Award Form - 5 issued		
Open Filing Awards		
Open General Awards		
Open Inventor Achievement Awards		
Open Issuance Awards		
Open Publication Awards		
Patent Filing Award Form		
Patent Issuance Award Form		
Progress Report		
Publications Award Form		
Recipients of Filing Awards - Sort by Award #		
Recipients of Filing Awards - Sort by Inventor Name		
Recipients of Inventor Achievement Awards - Sort by Award #		
Recipients of Issuance Awards - Sort by Award #		
Recipients of Issuance Awards - Sort by Inventor Name		
Recipients of Publication Awards - Sort by Award #		
Recipients of Publication Awards - Sort by Inventor Name		
Verification Table		

FIG. 28

09750154-041801

BellSouth Intellectual Property Marketing Database			
Status of Opportunity:	L2 - Awaiting Execution Pre-Transaction		Opportunity No. 1
Date Status Changed To:	L1	L2 12/9/98	L3 L4 L5
Product/Project Name:	TechNet		Deal Size: C = LARGE
Product Group:	Network		Deal Priority: A = LOW
Product Type:	Software		Top Deals Rept? <input type="checkbox"/>
Type of IP Involved:	Proprietary Information		Est. \$\$\$ Range:
Patent Status:	Filed		Deal \$\$\$ Value:
BellSouth Entity:	BellSouth Telecommunications, Inc.	BIPMARK Lead:	CB
Sub-entity Name :	Network	BIPMARK Support 1:	
BellSouth Contacts:	Bill Smith	BIPMARK Support 2:	
		BIPMARK Support 3:	
Marketing Participant:	Andersen Consulting (to BT, SBC)	Participant Type:	Remarketing
Address:			
City, State, Zip			
Participant Contacts:			
Estimated Availability Date:	1/ 1/99		
Description of Opp. :			
Status of Deal:			
Background of Deal:			
IT Platform:			
Financial Analysis:			
Competitive Analysis:			
Comments for Top Deals Report:			
Next Scheduled Follow-Up Date:	1/15/99		
Follow-Up Actions to be Taken:	Check on status of investigation		

FIG. 29

Variable	Mean	SD	Min	Max
Age	34.5	10.2	21	55
Gender	0.5	0.5	0	1
Marital status	0.6	0.5	0	1
Education	12.5	1.5	9	16
Income	15.2	5.8	5	35
Health status	0.8	0.4	0	1
Smoking status	0.3	0.5	0	1
Alcohol consumption	0.2	0.4	0	1
Exercise frequency	0.5	0.5	0	1
Stress level	4.2	1.8	1	7
Sleep quality	3.8	1.5	1	6
Work satisfaction	4.5	1.2	1	6
Life satisfaction	5.2	1.0	1	7
Depression score	2.1	1.5	0	5
Anxiety score	1.8	1.2	0	4
Resilience score	3.5	1.0	1	5
Self-efficacy score	3.2	0.8	1	4
Optimism score	3.8	0.9	1	5
Gratitude score	3.5	0.7	1	4
Forgiveness score	3.2	0.6	1	4
Compassion score	3.0	0.5	1	4
Kindness score	2.8	0.4	1	4
Generosity score	2.5	0.3	1	4
Patience score	2.2	0.2	1	4
Humility score	2.0	0.1	1	4
Modesty score	1.8	0.1	1	4
Meekness score	1.5	0.1	1	4
Gentleness score	1.2	0.1	1	4
Mildness score	1.0	0.1	1	4
Docility score	0.8	0.1	1	4
Submissiveness score	0.5	0.1	1	4
Humility score	0.3	0.1	1	4
Modesty score	0.2	0.1	1	4
Meekness score	0.1	0.1	1	4
Gentleness score	0.0	0.1	1	4
Mildness score	0.0	0.1	1	4
Docility score	0.0	0.1	1	4
Submissiveness score	0.0	0.1	1	4

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Page 1 of 6

**PRIVATE/PROPRIETARY**

**FIG. 30**

*BellSouth Intellectual Property Marketing Corporation  
 Level 1 (Initial Research in Progress) WIP Report  
 Date Generated: Tuesday, December 14, 1999*

<u>Product/Protect Name</u>	<u>Subsidiary Name</u>	<u>Opp #</u>	<u>Patent Status</u>	<u>Company Name</u>	<u>Lead</u>	<u>BIPMARK</u>	<u>Est. Value</u>	<u>Deal Size</u>	<u>Priority</u>	<u>Date Chgd to L1</u>
-----------------------------	------------------------	--------------	----------------------	---------------------	-------------	----------------	-------------------	------------------	-----------------	------------------------

**FIG. 31**

**PRIVATE/PROPRIETARY**  
 Contains private/proprietary information. May not be used or disclosed outside the  
 BellSouth companies except pursuant to a written agreement.

**BELLSOUTH** Intellectual Property Companies  
Contract Tracking Database

<b>Agreement Type:</b>										
<b>First Party:</b>										
<b>Second Party:</b>										
<b>Third Party:</b>										
<b>Effective Date:</b>		<b>Termination or Renewal Date:</b>								
<b>Termination or Renewal Terms:</b>										
<b>Confidentiality Period?</b>										
<b>Executed Copy on File?</b>		<b>Location of Original:</b>								
<b>Comments:</b>										
<b>View Executed Contract:</b>										
<b>View Other Document:</b>										
<b>For Remarketing Agreements Only:</b>										
<b>Affiliate Involved:</b>										
<b>Transaction Type:</b>		<b>Project Name:</b>								
<b>Type of IP Involved:</b>										
<b>View Transaction Report:</b>										
<b>Frequency of Payment:</b>										
<b>Payment/Royalty Due Date:</b>		<b>Amount Due:</b>								
<b>Additional Payment Terms:</b>										
<b>YTD Totals:</b>	<b>1999</b>		<b>2000</b>		<b>2001</b>		<b>2002</b>		<b>2003</b>	

FIG. 32

# *Unexecuted Agreements*

<i>Agreement Type</i>	<i>First Party</i>	<i>Second Party</i>
-----------------------	--------------------	---------------------

0950154-041301

Award # D99-192		Type Disclosure Award		Legal Case # 09192		Key # 868	
<b>Inventor Information</b>							
Title Mr.		Name		Phone No.			
Balt South Co				FAX No.			
Suite				Still Balt South employee?			
Address				IP Coordinator ID#			
City		State		Zip			
<b>Inventor's Supervisor</b>				<b>Inventor's Department Head</b>			
Title		Name		Title		Name	
Suite				Suite			
Address				Address			
City		State		City		State	
		Zip				Zip	
<b>Disclosure Award</b>				<b>Filing Award</b>			
Title Sales Information Storage/Tracking/Notification				Title			
11/11/99 Disclosure Received by Legal				Date Application Filed			
11/11/99 Disclosure Received by BIPMAN				Date BIPMAN Notified of Filing			
11/16/99 Letter and Gift Sent to Inventor				Filing Award Request Sent to IPC			
Gift Sent Wooden Pen				Filing Award Payment Conf. Rec'd			
BSCC-ESP Program No Coord Name				Filing Award Recognized at Banquet			
<b>Issuance Award</b>				<b>Publication Award</b>			
US Patent Number				Title/Public Name			
Title				Date Article Published			
Date Patent Issued				Date BIPMAN Notified of Publication			
Date BIPMAN Notified of Issuance				Rec'd Request for Release Form			
Issuance Award Request Sent to IPC				Publication Award Request Sent to IPC			
Issuance Award Payment Conf. Rec'd				Confirmation of Payment Rec'd			
Iss Award Recognized at Banquet				Publ Award Recognized at Banquet			
<b>Inventor Achievement Award</b>				<b>General Award</b>			
Patent Nos				Title			
Date Last Patent Issued				Amount of General Award			
Date BIPMAN Notified of Inv Ach Awd				Date General Award Appl Rec'd			
Inv Ach Award Request Sent to IPC				General Award Request Sent to IPC			
Inv Ach Award Payment Conf. Rec'd				General Award Payment Conf. Rec'd			
Inv Ach Award Recognized at Banquet				Gen Award Recognized at Banquet			
General Notes							

FIG. 34

09750154.041301  
FOR 140-457026

Microsoft Access

File Edit View Insert Format Records Tools Window Help

Company Addresses

Company Name	BelSouth Entertainment
Formal Name	BelSouth Entertainment, Inc.
Street Address	1100 Abernethy Road
City	Atlanta
State	GA
Zip Code	30328

Records: 1 of 1

Award: Data

Company Name

FIG. 35













ESP COORDINATORS		  
ESP COORDINATOR	JANE DOE	
COMPANY	A - ALL	
MARKET	ALL STATES	
STATE / REGION	ALL STATES / REGS	
PHONE	(404) 555-1212	
FAX	(404) 555-1313	
STREET ADDRESS 1	100 PEACHTREE STREET	
STREET ADDRESS 2	SUITE 4005	
CITY	ATLANTA	
STATE	GA	
ZIP	30309	
MAIL CODE	MC01	
RECORD	    1      of 54	

FIG. 36

032054-0430  
T08T40-45T05260

Microsoft Access

File Edit View Insert Format Records Tools Window Help

Record: 1 of 2

IP Coordinators

IP ID:	1		
Full Name	Amy Sherwood	Title	Ms.
Company Name	BGS - BelSouth Business Systems, Inc.		
Hallstop	7801		
Street Address	1155 Peachtree Street, N.E.		
City	Atlanta		
State	GA	Zip Code	30309
Phones	(404) 249-2738	FAX#	(404) 249-2666

Record: 1 of 2

IP Coordinators

FIG. 37

## Innovation Award Request Patent Filing Award

Date of Request <i>December 8, 1999</i>	BellSouth File No. <i>98059</i>	Innovation Award No. <i>A99-075</i>
Date Application Filed:		
Title of Application:		
<p><i>Please arrange payment of a Specific Innovation Award for filing of a patent application for the inventor listed below. Innovation Awards should be grossed up for federal and state taxes. Due to the significance of this contribution to BellSouth, the award should be presented in an appropriate ceremony in the presence of the inventor's peers and/or higher management.</i></p> <p style="text-align: center;"><i>Award Amount:</i></p> <p style="text-align: center;"><i>Approved By: <u>  X  </u> IP Legal</i> <i>                              <u>          </u> BellSouth IP Management Corp.</i></p>		
Inventor Name	Inventor Signature	
Supervisor Name	Supervisor Signature	
IP Coordinator Name	IP Coordinator Signature	
<p><b><i>Certification of payment and this signed request form must be returned to:</i></b></p> <p style="text-align: center;"><b><i>Julia Spires, Intellectual Property Administrator</i></b>  <b><i>1155 Peachtree Street, NE - Suite 500 - Atlanta, GA 30309</i></b>  <b><i>(404) 249-2961</i></b></p>		

**PRIVATE/PROPRIETARY/LOCK**

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**FIG. 38**

## MEMORANDUM

**To:** John E. Lewis  
**From:** Marcus Delgado  
**Date:** December 8, 1999  
**RE:** Notification of Patent Application Filing for  
Title:  
BellSouth No.:  
Filing Date:

---

The above-referenced patent application was filed in the U.S. Patent and Trademark Office ("PTO") on the filing date shown above. We expect the official filing receipt, including the assigned serial number for this application, within the next several weeks.

We will keep you advised of further progress as the application proceeds through the PTO.

cc: Donna Post

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Patents Granted 9/1/99 Through 11/30/99

<u>Award</u>	<u>Legal No.</u>	<u>Inventor Name</u>	<u>Company Name</u>	<u>Patent Title</u>	<u>US Patent No.</u>	<u>Date Issued</u>
A99-067	98013	JoAnn Blount (retired)	BSCC - BellSouth Cellular Corp.	Method and System for Automatically Connecting Telephone Calls to Multiple Devices Having Different Directory Numbers (as amended)	5,963,864	10/ 5/99

FIG. 40

Intellectual Property Management Database System

Marketing Table

Field Name		Data Type		Description	Relates (KEY)		Location of Data	Editable	Security	Comments
Project Number	Number	Character		Unique number to keep track of each project	PK		System generated	Non-Editable		
Project Name	Character			Name of the project			Free Form Entry	Editable		
Status of Project	Character			Status of the project			Lookup Table	Editable		
Status Date	Date			Anticipated dates for different status levels			Can be system generated and/or free form.	Editable		A version can update when changing status levels.
Customer				Pulls additional information into database, Name, Contact, Phone - from People/Address table			Lookup Table	Editable		
				Customer Name						
				Contact						
				Phone						
				Party to final contract?						
				Pulls additional information into database, Name, Contact, Phone, party to final contract - from People/Address table			Lookup Table	Editable		
Remarketing Partner				Company Name						
				Contact						
				Phone						
				Party to final contract?						
				Pulls additional information into database, Name, Role, party to final contract - from People/Address table			Lookup Table	Editable		
IP Group Personnel				Name						
				Role						
Products	Character			Pointer back to product table			Lookup Table	Editable		
Deal Size	Character			Product Name						
Deal Value	Number			Drop Down Estimate, small, medium and large			Lookup Table	Editable		
Deal Priority	Character			Actual deal value entered after the deal is closed low, medium, high			Free Form	Editable		
	Y/N (or CHAR)			Check box designating as important deal			Lookup Table	Editable		
Include in Top Deals Report	Character						Free Form	Editable		
Description of Project	DATE			Next Scheduled Followup Date			Freeform	Editable		
Followup Date	Character			Follow-up Actions to be Taken			Freeform	Editable		
Followup Actions				Responsible Party for Follow-up - Looks at People/Address Table - Potentially allow multiple values			Lookup Table	Editable		
Responsible Party	Character									

FIG. 41

Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Files	Character	pointer back to files and file comments		Freeform	Editable		
		File					
		Comments					
Associated Contract		Pointer that pulls information from contract table - including name		Lookup Table	Editable		
		Name					
		Agreement Type					
Contract Tracking Table							
Agreement Number	Number		KEY	System Generated	Non-Editable		
Agreement Name	Character			Freeform	Editable		
Agreement Type	Character			Lookup Table	Editable		
Project Number	Number	Key field for linking to marketing opportunities	Potentially a Foreign Key	Potentially a Foreign Key	Non-Editable		
Parties	Character	Lookup to People/Address table		Lookup Table	Editable		Should be able to add to the list
		Company Name					
		Type					
		Contact					
Effective Date	DATE			Freeform	Editable		
Termination/Renewal Date	DATE			Freeform	Editable		
Termination/Renewal Terms	Character			Freeform	Editable		
List IP	Character	List of IP Involved; pop-up box to add IP pointers, IP Type, Name, Ref #	Potentially a Foreign Key	Potentially a Foreign Key	Non-Editable		User can modify which IP is licensed
		IP Type					
		Name					
		Ref. #					
Exclusivity	Character	values: exclusive, non-exclusive		Lookup Table	Editable		
Form of Agreement	Character	values: Distribution License, Straight Use License, Strategic Agreement		Lookup Table	Editable		
Description	Character			Freeform	Editable		
Type of Revenue	Character	values: cash, savings, cash & savings		Lookup Table	Editable		
Unique T&C	Character			Freeform	Editable		
Frequency of Payment	Character			Lookup Table	Editable		
Reason for Termination	Character			Freeform	Editable		
Type of License	Character	Do we still want this?... not on screen shots		Lookup Table			This can be a range or a final date.
Confidentiality Period	DATE			Freeform	Editable		

FIG. 42

File	Character	Pointer to attached files and comments	Freeform	Editable	
		File Name			
		Comments			
Product	Character				
BellSouth Business Unit	Character	Pointer to BellSouth Business Unit and Royalty Percentage	Lookup Table	Editable	
		BellSouth Business Unit			
		Royalty Percentage			
Notice Date	Date				
Customers Party to Contract	Character				
Parties to Contract	Character				
Underlying Ip of Product	Character				
Action	Character	Button (field) that points to information in the action table	Lookup Table		
		Expected Due Date			
		Actual Date			
		Action Type (Lookup)			
		Expected Amount			
		Actual Amount			
		Expected Action			
		Actual Action			
		Internal Contact			
		External Contact			
		Comments			
Comments	Character		Freeform		

IP TABLE (Trade Secrets or Copyrights)

Relates

Field Name	Data Type	Description	Primary (KEY)	Location Data	Editable	Security	Comments
IP #	Number	System Generated	Primary Key	Primary Key	Non-Editable		
IP Type	Character	TS or Copyright or Both		Lookup Table	Editable		
IP Name	Character			Freeform	Editable		
BellSouth Sub-entity	Character			Freeform	Editable		
BellSouth Business Unit	Character			Lookup Table	Editable		Could also be freeform
IP Description	Character	Freeform comments		Freeform	Editable		
Associated Files Attached	Character	Pointer to electronic file and comments		Freeform	Editable		
		File Name					
		Comments					
Copyright Filed?	Character	Build Lookup N/A, Yes or No.		Lookup Table	Editable		

FIG. 43

Product Table

Field Name		Data Type		Description	Relates (KEY)		Location Data	Editable	Security	Comments
Product Description	Character		Product Description		Primary Key		Freeform	Editable		
Product Number	Number		System Generated				Primary Key	Non-editable		System Generated
BellSouth Sub-entity	Character						Freeform	Lookup Table		
BellSouth Business Unit	Character		Allow multiple values				Lookup Table	Editable		Could also be freeform
BellSouth Contacts	Character		Pointer to People/Address Table, Name, Phone and Position (e.g., role)				Freeform	Editable		
			Name							
			Phone #							
			Position							
List of Patents	Character		Pointer to CPI Patent Database Records				CPI System	Editable		
			Status							
			Docket #							
			Country							
			App. #							
			Filing Date							
			Patent #							
			Issue Date							
			Inventor							
			Title							
			Comments - Not sure if in CPI							
List of TM	Character		Pointer to CPI TM Database Records				CPI System	Editable		
			Status							
			Mark							
			Country							
			App #							
			Docket #							
			Filing Date							
			Reg. #							
			Reg. Date							
			Renewal Date							
			Comments - Not sure if in CPI							
List of Trade Secrets & Copyrights	Character		Pointer to IP Table				Lookup Table	Editable		
			Name							
			Description							
			BellSouth Sub-entity							
			BellSouth Business Unit							
			IP #							

FIG. 44

Date Available for Sale		DATE							
Technical Requirements		Character			Freeform	Editable			
Product Name		Character			Freeform	Editable			
Files		Character		allow multiple values pointer to files and comments	Freeform	Editable			
				File Name	Lookup Table	Editable			
				Comments					
Patents Table (CPI)-Used in IP Table									
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments		
Patent #									
Issue Date									
Inventor									
Status									
Docket #									
Title									
Country									
App #									
Filing Date									
Comments		This may not be in CPI							
Trademark Table (CPI) Used in IP Table									
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments		
Mark									
Reg. #									
Registration Date									
Status									
App #									
Docket #									
Country									
Filing Date									
Renewal Date									
Comments		This may not be in CPI							
Corp/Org. Table									
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments		
Name									
Type		IP Group, Remarking, Customer, Alliance							

FIG. 45

People/Address Table							
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments
Org							
Name							
Phone							
Address							
Comments							
Position							
Roles Lookup Values							
Contact							
Research							
Other							
Contact Lookup Values							
IP Group Personnel							
End Users/Customers							
BellSouth Business Unit							
Status Lookup Values		Used in Marketing Module					
Conduct Initial Research							
Conduct Market Research and Analysis							
Develop marketing plan & package							
Sell product							
Negotiate contract							
Complete & approve transaction report							
Execute contract							
Set up maintenance plan							
Close out project							
BellSouth Business Units Lookup Values		Used in IP Inventory Module, Product Inventory Module					
BASC (Affiliate Service Corp.)							
BBI (Billing Inc.)							
BBS (Business Systems)							
BPC (Public Communications)							
BSC (Corporate)							
BSCC (Cellular)							
BSE (Entertainment)							
BSI (International)							
BSNET (.Net)							
BST (Telecommunications)							

FIG. 46



ACTION TABLE						
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security
Action Due Date	Date			Freeform		
Action Type	Character			Freeform		
Expected Amount	Number			Freeform		
Expected Action	Character			Freeform		
BellSouth Sub-entity	Character					
Royalty Expected Due Date	Date			Freeform		This can be business unit
Royalty Actual Date	Date			Freeform		
Royalty Action Type	Character			Freeform		
Royalty Expected Amount	Number			Lookup Table		
Royalty Actual Amount	Number			Freeform		
Royalty Expected Action	Character			Freeform		
Royalty Actual Action	Character			Freeform		
Royalty Internal Contact	Character			Freeform		
Royalty External Contact	Character			Lookup Table		
Royalty Comments	Character			Lookup Table		
Start Date	Date			Freeform		
End Date	Date			Freeform		
Period	Character			Freeform		
				Lookup		

FIG. 48

Contacts TABLE									
Field Name	Data Type	Description	Relates (KEY)	Location Data	Editable	Security	Comments		
Company Name				Freeform					
BellSouth Sub-entity				Freeform					
Type		IP Group, Remarketing, Customer, Alliance, Bellsouth							
Events		Internal							
		Pointer to Events table		Freeform					
		Date							
		Comments							
		Attached Files							
Contacts									
		Name							
		Title							
		Country							
		Address1							
		Address2							
		City							
		State							
		Zip							
		Phone							
Individual Contact Events		Pointer to Individual Contact Events Table							
		Date							
		Comments							
		Attached Files							

FIG. 49

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM



IP Inventory Module

Product Inventory Module

Marketing Module

Contracts Module

Searching/Reporting Module

Contacts Module

FIG. 50

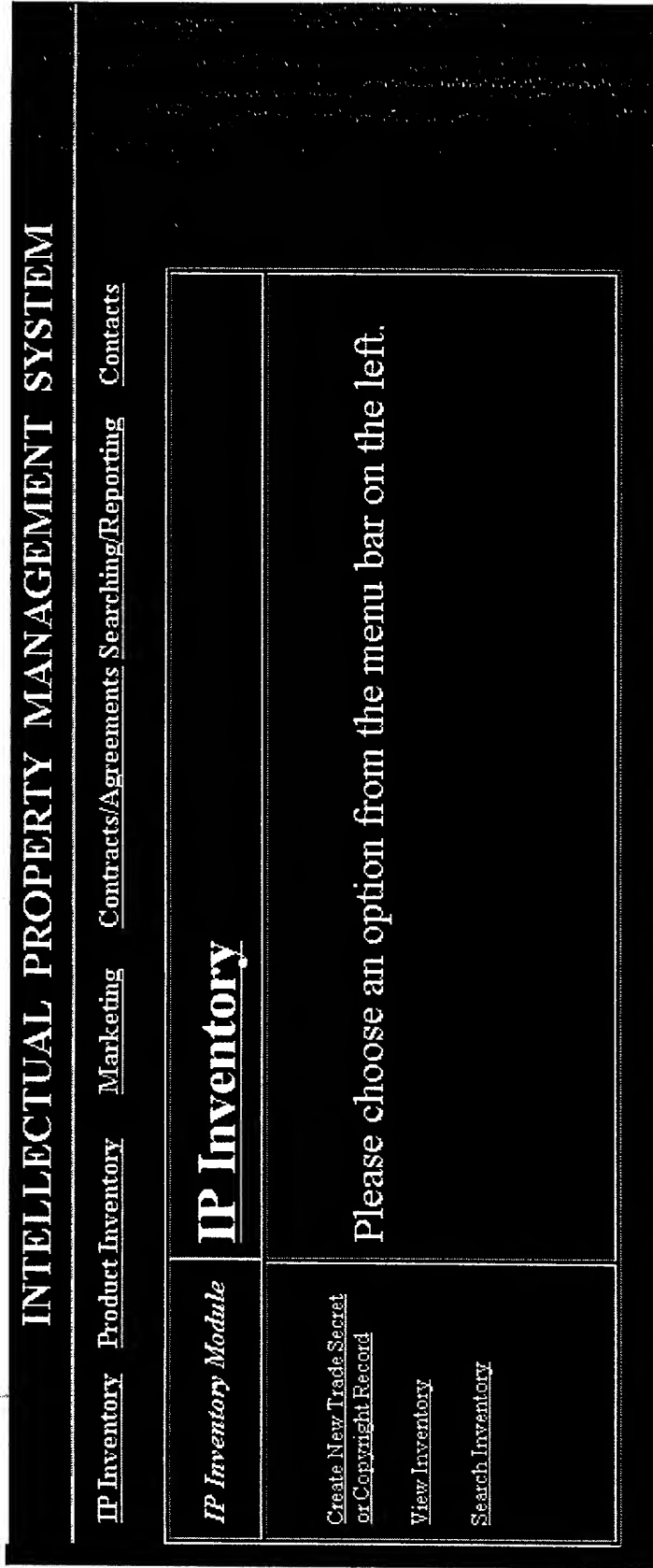


FIG. 51

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

**IP Inventory  
Module**

[Create New Trade  
Secret or Copyright  
Record](#)

[View Inventory](#)

[Search Inventory](#)

## Create/Edit Trade Secret/Copyright

IP #  Copyright Filed ☐

IP Name

IP Type

BellSouth Business Unit

BellSouth Sub-entity

IP Description

Associated Files Attached

File to Attach

Remove File

Browse...

File Name

Comments

Submit

Cancel

FIG. 52

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

<a href="#">IP Inventory Module</a>	<div><div><a href="#">View Inventory</a></div></div>
<div><div><a href="#">Create New Trade Secret or Copyright Record</a></div><div><a href="#">View Inventory</a></div><div><a href="#">Search Inventory</a></div></div>	<div><div><div><a href="#">Patents</a></div><div>Sort By <input type="text" value="N/A"/></div></div><div><div><a href="#">Trademarks</a></div><div>Sort By <input type="text" value="N/A"/></div></div><div><div><a href="#">Trade Secret &amp; Copyrights</a></div><div>Sort By <input type="text" value="N/A"/></div></div><div><div><input type="button" value="Submit"/></div><div><input type="button" value="Cancel"/></div></div></div>

FIG. 53

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

<b><u>IP Inventory Module</u></b>	<b><u>View Inventory</u></b>
<a href="#">Create New Trade Secret or Copyright Record</a> <a href="#">View Inventory</a> <a href="#">Search Inventory</a>	<div><div><div><b><u>Patents</u></b></div><div>Sort By <input type="text" value="N/A"/></div><div><b><u>Trademarks</u></b></div><div>Sort By <input type="text" value="N/A"/></div><div><b><u>Trade Secrets</u></b></div><div>Sort By <input type="text" value="N/A"/></div></div><div><div><div><b><u>Patents</u></b></div><div>Patent # <input type="text" value="N/A"/></div><div>Issue Date <input type="text" value="N/A"/></div><div>Status <input type="text" value="N/A"/></div><div>Default Status <input type="text" value="N/A"/></div><div>Docket # <input type="text" value="N/A"/></div><div>Country <input type="text" value="N/A"/></div><div>App # <input type="text" value="N/A"/></div><div>Filing Date <input type="text" value="N/A"/></div><div>Name <input type="text" value="N/A"/></div></div><div><input type="button" value="Submit"/> <input type="button" value="Cancel"/></div></div></div>

FIG. 54

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

## IP Inventory Module

[Create New Trade Secret or Copyright Record](#)  
[View Inventory](#)  
[Search Inventory](#)

## View Inventory

### Patents

Sort By

### Trademarks

Sort By

### Trade

TM #

Sort By

Trademark Name  
Registration Date  
Status  
Default

FIG. 55

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

## *IP Inventory Module*

[Create New Trade Secret or](#)

[Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

## View Inventory

### Patents

Sort By

### Trademarks

Sort By

### Trade Secret & Copyrights

Sort By

Name	BellSouth Entity
Business Unit	Business Unit
IP #	
Description	
Default	

FIG. 56

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing](#)
[Contracts/Agreements](#)
[Searching/Reporting](#)
[Contacts](#)

*IP Inventory Module*

[Create New Trade Secret or Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

## View Inventory

### Patents

<u>Status</u>	<u>Doc #</u>	<u>Country</u>	<u>App #</u>	<u>Filing Date</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Inventor</u>	<u>Title</u>	<u>Comments</u>
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data

### Trademarks

<u>Status</u>	<u>Mark</u>	<u>Country</u>	<u>Doc #</u>	<u>App #</u>	<u>Filing Date</u>	<u>Reg. #</u>	<u>Reg. Date</u>	<u>Renewal Date</u>	<u>Comments</u>
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data

### Trade Secrets & Copyrights

<u>Name</u>	<u>Description</u>	<u>BellSouth Entity</u>	<u>Business Unit</u>	<u>IP#</u>
Data	Data	Data	Data	Data

FIG. 57

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

<i>IP Inventory Module</i>	<u>Search Inventory</u>
<p><a href="#">Create New Trade Secret or Copyright Record</a></p> <p><a href="#">View Inventory</a></p> <p><a href="#">Search Inventory</a></p>	<p><u>Patents - CPI System</u></p> <p><u>Trademarks - CPI System</u></p> <p><u>Trade Secrets &amp; Copyrights</u></p>

FIG. 58

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing](#)
[Contracts/Agreements](#)
[Searching/Reporting](#)
[Contacts](#)

<p><i>IP Inventory Module</i></p> <p> <a href="#">Create New Trade Secret or Copyright Record</a>  <a href="#">View Inventory</a>  <a href="#">Search Inventory</a> </p>		<p><b><u>Search Patents</u></b></p> <table border="1"> <tr> <td>Status</td> <td></td> <td>Filing Date</td> <td></td> </tr> <tr> <td>Docket #</td> <td></td> <td>Patent #</td> <td></td> </tr> <tr> <td>Country</td> <td></td> <td>Issue Date</td> <td></td> </tr> <tr> <td>App. #</td> <td></td> <td>Title</td> <td></td> </tr> <tr> <td>Inventor</td> <td></td> <td>Comments</td> <td></td> </tr> </table> <p>Search All Fields <input type="text"/></p> <p> <input type="button" value="Search"/> <input type="button" value="Cancel"/> </p>		Status		Filing Date		Docket #		Patent #		Country		Issue Date		App. #		Title		Inventor		Comments	
Status		Filing Date																					
Docket #		Patent #																					
Country		Issue Date																					
App. #		Title																					
Inventor		Comments																					

FIG. 59

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)   [Product Inventory](#)   [Marketing](#)   [Contracts/Agreements](#)   [Searching/Reporting](#)   [Contacts](#)

<u>Search Patents Results</u>	
<i>IP Inventory Module</i>	
<a href="#">Create New Trade Secret or Copyright Record</a>	
<a href="#">View Inventory</a>	
<a href="#">Search Inventory</a>	

Status	Docket #	Country	App. #	Filing Date	Patent #	Issue Date	Inventor	Title	Comments
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data

FIG. 60

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

## IP Inventory Module

[Create New Trade Secret or Copyright Record](#)  
[View Inventory](#)  
[Search Inventory](#)

## Search Trademarks

Status		Filing Date	
Mark		Reg. #	
Country		Reg. Date	
Docket #		Renewal Date	
App. #		Comments	

Search All Fields

Search

Cancel

FIG. 61



# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing](#)
[Contracts/Agreements](#)
[Searching/Reporting](#)
[Contacts](#)

## Search Trade Secret/Copyright Issue

*IP Inventory Module*

[Create New Trade Secret or  
Copyright Record](#)

[View Inventory](#)

[Search Inventory](#)

IP#  Copyright Filed

IP Name

IP Type

BellSouth Business Unit

BellSouth Sub-entity

IP Description

Full Text File Search

FIG. 63

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Inventory   Product Inventory   Marketing   Contracts/Agreements   Searching/Reporting   Contacts

<u>Search Results</u>	
<i>IP Inventory Module</i>	<b>Trade Secrets &amp; Copyrights</b>
Create New Trade Secret or Copyright Record	
View Inventory	<u>Name</u> <u>Type</u> <u>IP #</u> <u>BellSouth Business Unit</u> <u>BellSouth Sub-entity</u>
Search Inventory	<u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u>

FIG. 64

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)    [Marketing Contracts/Agreements](#)    [Searching/Reporting Contacts](#)  
[Inventory](#)    [Inventory](#)

## Product Inventory

Please choose an option from the menu bar on the left.

[Create New](#)

[Product](#)

[View Products](#)

[Search For](#)

[Product](#)

[View/Edit](#)

[Contacts](#)

FIG. 65

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
<div> <div>IP</div> <div>Product</div> <div>Inventory</div> <div>Inventory</div> </div>	<div>Marketing Contracts/Agreements Searching/Reporting Contacts</div>
<div>Product Inventory Module</div>	<div>Create/Edit Product</div>
<div>Create New Product</div>	<div>Product Name</div> <div>Product Number 1234343</div>
<div>View Products</div>	<div>BellSouth Business Unit</div> <div>BellSouth Sub-entity</div>
<div>Search For Product</div>	<div>Product Description</div>
<div>View/Edit Contacts</div>	<div>Date Available for Sale</div> <div>Technical Requirements</div>
	<div>BellSouth Contacts</div>

FIG. 66

BellSouth Contacts

Name

Phone #

Position

Add Contact

Remove Contact

List of IP

Patents

Status	Docket #	Country	App #	Filing Date	Patent #	Issue Date	Inventor	Title	Comments

Add Patents

Remove Patents

Trademarks

Status	Mark	Country	Docket#	App#	Filing Date	Reg. #	Reg. Date	Renewal Date	Comments

Add Trademarks

Remove Trademarks

Trade Secrets & Copyrights

FIG. 67

Trade Secrets & Copyrights

Name	Description	BellSouth Sub-Entity	Business Unit	IP#

Add TS or Copyright

Remove TS or Copyright

Create TS/Copyright

Associated Files Attached

File to Attach

Browse...

Remove File

File Name	Comments

Submit

Cancel

FIG. 68

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Product Inventory Module</u>	<u>View Products</u>
<u>Create New Product</u> <u>View Products</u> <u>Search For Product</u> <u>View/Edit Contacts</u>	<u>View All Products</u> <u>View All Products Sorted By BellSouth Business Unit</u> <u>View All Products for Specific BellSouth Business Unit</u> <u>Advanced View</u>

FIG. 69

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)    [Marketing Contracts/Agreements](#)    [Searching/Reporting](#)    [Contacts](#)  
[Inventory](#)    [Inventory](#)

## View All Products

[Product](#)  
[Inventory](#)  
[Module](#)

[Create New](#)  
[Product](#)

[View Products](#)

[Search For](#)  
[Product](#)

[View/Edit](#)  
[Contacts](#)

Name	BellSouth Business Unit	Description
Data	Data	Data

FIG. 70

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

## View All Products by BellSouth Business Unit

*Product  
Inventory  
Module*

Create New  
Product

View Products

Search For  
Product

View/Edit  
Contacts

BellSouth Business Unit	Name	Description
Data	Data	Data

FIG. 71

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
<a href="#">IP</a> <a href="#">Inventory</a>	<a href="#">Product</a> <a href="#">Inventory</a>
<a href="#">Marketing Contracts/Agreements</a> <a href="#">Searching/Reporting</a> <a href="#">Contacts</a>	
<b><u>View All Products By Specific BellSouth Business Unit</u></b>	
<b><u>Product Inventory Module</u></b>	<b>BellSouth Business Unit:</b> <div><input type="text"/> <div><div>BASC</div><div>BBI</div><div>BBS</div><div>BPC</div><div>BSC</div><div>BSCC</div><div>BSE</div><div>BSI</div><div>BSNET</div><div>BST</div></div><div>Submit</div></div>
<div><div><a href="#">Create New Product</a></div><div><a href="#">View Products</a></div><div><a href="#">Search For Product</a></div><div><a href="#">View/Edit Contacts</a></div></div>	

FIG. 72

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting](#)
[Contacts](#)

## View All Products By Specific BellSouth Entity

[Product Inventory Module](#)

[Create New Product](#)

[View Products](#)

[Search For Product](#)

[View/Edit Contacts](#)

<a href="#">BellSouth Entity</a>	<a href="#">Name</a>	<a href="#">Description</a>
Data	Data	Data

FIG. 73

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)   [Product](#)   [Marketing Contracts/Agreements](#)   [Searching/Reporting](#)   [Contacts](#)  
[Inventory](#)   [Inventory](#)

## View Products Advanced View

[Product](#)  
[Inventory](#)  
[Module](#)

[Create New](#)  
[Product](#)

[View Products](#)

[Search For](#)  
[Product](#)

[View/Edit](#)  
[Contacts](#)

1.) Sort By:

2.) Sort By:

3.) Sort By:

FIG. 74

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)   [Product](#)   [Marketing Contracts/Agreements](#)   [Searching/Reporting](#)   [Contacts](#)  
[Inventory](#)   [Inventory](#)

<a href="#">Product Inventory Module</a>	<h2><u>View Products Advanced View</u></h2>
<a href="#">Create New Product</a>	1.) Sort By: <input type="text" value="N/A"/>
<a href="#">View Products</a>	2.) Sort By: <input type="text" value="N/A"/>
<a href="#">Search For Product</a>	3.) Sort By: <input type="text" value="N/A"/>
<a href="#">View/Edit Contacts</a>	<input type="text" value="N/A"/>
	<div> <input type="button" value="Submit"/> <input type="button" value="BellSouth Entity Name"/> <input type="button" value="Description"/> </div>

FIG. 75

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)    [Marketing Contracts/Agreements](#)    [Searching/Reporting](#)    [Contacts](#)  
[Inventory](#)    [Inventory](#)

<p><b><i>Product Inventory Module</i></b></p> <p> <a href="#">Create New Product</a>  <a href="#">View Products</a>  <a href="#">Search For Product</a>  <a href="#">View/Edit Contacts</a> </p>	<p><b><u>View Products Advanced View</u></b></p> <div> <div>1.) Sort By: <input type="text" value="Name"/></div> <div>2.) Sort By: <input type="text" value="BellSouth Entity"/></div> <div>3.) Sort By: <input type="text" value="Description"/></div> </div> <div> <input type="button" value="Submit"/> <input type="button" value="Cancel"/> </div>
--	---

FIG. 76

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)    [Marketing Contracts/Agreements](#)    [Searching/Reporting](#)    [Contacts](#)  
[Inventory](#)    [Inventory](#)

## View Products Advanced View

<u>Name</u>	<u>BellSouth Entity</u>	<u>Description</u>
Data	Data	Data

[Product](#)  
[Inventory](#)  
[Module](#)

[Create New](#)  
[Product](#)

[View Products](#)

[Search For](#)  
[Product](#)

[View/Edit](#)  
[Contacts](#)

FIG. 77



# BellSouth Contacts

<u>Name</u>	<u>Phone #</u>	<u>Position</u>
<u>Add Contact</u>		<u>Remove Contact</u>

# List of IP

## Patents

<u>Status</u>	<u>Docket#</u>	<u>Country</u>	<u>App #</u>	<u>Filing Date</u>	<u>Patent #</u>	<u>Issue Date</u>	<u>Inventor</u>	<u>Title</u>	<u>Comments</u>
<u>Add Patents</u>				<u>Remove Patents</u>					

## Trademarks

<u>Status</u>	<u>Mark</u>	<u>Country</u>	<u>Docket#</u>	<u>App#</u>	<u>Filing Date</u>	<u>Reg.#</u>	<u>Reg. Date</u>	<u>Renewal Date</u>	<u>Comments</u>
<u>Add Trademarks</u>			<u>Remove Trademarks</u>						

## Trade Secrets & Copyrights

FIG. 79

Trade Secrets & Copyrights

Name	Description	BellSouth Sub-entity	Business Unit	IP#

Add Trade Secrets or Copyrights

Remove Trade Secrets or Copyrights

Associated Files Attached

File Name	Comments

Full Text File Search

Search

Cancel

FIG. 80

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)  
[Inventory](#)    [Inventory](#)    [Marketing Contracts/Agreements](#)    [Searching/Reporting](#)    [Contacts](#)

<i><u>Product Inventory Module</u></i>	<i><u>Product Search Results</u></i>
<a href="#">Create New Product</a> <a href="#">View Products</a> <a href="#">Search For Product</a> <a href="#">View/Edit Contacts</a>	<div> <div>Product Name</div> <div>Data1</div> </div> <div> <div>Any Criteria Used in Search</div> <div>Data2</div> </div>

FIG. 81

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Product Inventory Module</u>	<u>View Product</u>						
<u>Create New Product</u>	Product Number 12323						
<u>View Products</u>	Product Name Product						
<u>Search For Product</u>	BellSouth Sub-entity Entity						
<u>View/Edit Contacts</u>	BellSouth Business Unit Main Unit						
	Product Description						
	Date Available for Sale 2/14/2000						
	Technical Requirements						
	<b>BellSouth Contacts</b>						
	<table border="1"> <tr> <th>Name</th> <th>Phone #</th> <th>Position</th> </tr> <tr> <td>Howard Johnson</td> <td>1-800-555-1212</td> <td>Director</td> </tr> </table>	Name	Phone #	Position	Howard Johnson	1-800-555-1212	Director
Name	Phone #	Position					
Howard Johnson	1-800-555-1212	Director					
	<b>List of IP</b>						

FIG. 82

## List of IP

### Patents

Status	Docket#	Country	App#	Filing Date	Patent #	Issue Date	Inventor	Title	Comments

### Trademarks

Status	Mark	Country	Docket#	App#	Filing Date	Reg. #	Reg. Date	Renewal Date	Comments

### Trade Secrets & Copyrights

Name	Description	BellSouth Sub-entity	Business Unit	IP#

### Associated Files Attached

File Name	Comments

Edit

FIG. 83

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)
[Product](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting](#)
[Contacts](#)  
[Inventory](#)
[Inventory](#)

## Marketing

Please choose an option from the menu bar on the left.

[Create New Project](#)

[View/Edit Project](#)

[Search/Report Projects](#)

[View/Edit Contacts](#)

FIG. 84



<u>Products</u>	
<u>Product Name</u>	
<u>Add Product</u>	<u>Remove Product</u>
<u>Customer</u>	
<u>Customer Name</u>	<u>Contact</u>
<u>Phone</u>	<u>Party to Final Contract</u>
<u>Add Customers</u>	<u>Remove Customers</u>
<u>Remarketing Partners</u>	
<u>Company Name</u>	<u>Contact</u>
<u>Phone</u>	<u>Party to Final Contract</u>
<u>Add Partner</u>	<u>Remove Partner</u>
<u>IP Group Personnel</u>	

FIG. 86

IP Group Personnel

Name

Add IP Personnel

Remove IP Personnel

Role

Associated Files Attached

File to Attach

Browse...

Remove File

File Name

Comments

Contract Records

Contract Name

Agreement Type

Create Contract Record

Submit

Add Associated Contract Record

Cancel

Remove Associated Contract Record

FIG. 87

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)   [Product](#)   [Marketing Contracts/Agreements](#)   [Searching/Reporting](#)   [Contacts](#)  
[Inventory](#)   [Inventory](#)

## View Projects

### Default Search

### Custom Sort

1.) Sort By:

2.) Sort By:

3.) Sort By:

Marketing  
Module

[Create New](#)  
[Project](#)

[View/Edit Project](#)

[Search/Report](#)  
[Projects](#)

[View/Edit](#)  
[Contacts](#)

FIG. 88

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>View Project-Results</u>	
<u>Marketing Module</u>	
Create New Project	
View/Edit Project	
Search/Report Projects	
View/Edit Contacts	
	<div>Project Name Data1</div> <div>Customer Data2</div> <div>Product Data3</div> <div>Status Data4</div> <div>Deal Priority Data5</div> <div>Deal Value Data6</div>

FIG. 89

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)   [Product](#)   [Marketing Contracts/Agreements](#)   [Searching/Reporting](#)   [Contacts](#)  
[Inventory](#)   [Inventory](#)

<u>Marketing Module</u>	<u>View Project</u>
<a href="#">Create New Project</a> <a href="#">View/Edit Projects</a> <a href="#">Search/Report Projects</a> <a href="#">View/Edit Contacts</a>	<div> <div>Project # 12334</div> <div>Status Date 2/2/2000</div> <div>Deal Size Small</div> <div>Deal Priority Low</div> </div> <div> <div>Project Name</div> <div>Status Conduct Initial Research</div> <div>Deal Value \$1.2 Billion</div> <div>Include in Top Deals Report <input type="checkbox"/></div> </div> <div> <div>Description of Project</div> <div></div> </div> <div> <div>Follow-up Date 2/2/2000</div> <div>Follow-up Actions Action</div> <div>Responsible Party Mike Stevens</div> </div> <div> <div>Products</div> <div></div> </div> <div> <div>Product Name</div> <div></div> </div> <div> <div>Product</div> <div></div> </div> <div> <div>Customer</div> <div></div> </div>

FIG. 90

<u>Customer</u>	
<u>Customer Name</u>	<u>Contact</u>
IBM	John Jim
<u>Phone</u>	
212-555-1212	
<u>Party to Final Contract</u>	
■	
<u>Remarketing Partners</u>	
<u>Company Name</u>	<u>Contact</u>
IBM	Bob Smith
<u>Phone</u>	
212-555-1212	
<u>Party to Final Contract</u>	
■	
<u>IP Group Personnel</u>	
<u>Name</u>	<u>Role</u>
<u>Associated Files Attached</u>	
<u>File Name</u>	<u>Comments</u>
<u>Contract Records</u>	
<u>Contract Name</u>	<u>Agreement Type</u>
<u>Edit</u>	

FIG. 91

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<b>Marketing Module</b>	<b><u>View Projects</u></b>
<a href="#">Create New Project</a>	
<a href="#">View/Edit Project</a>	
<a href="#">Search/Report Projects</a>	
<a href="#">View/Edit Contacts</a>	
<p><b><u>Default Search</u></b></p> <p><b><u>Custom Sort</u></b></p> <p>1.) Sort By: <input type="text" value="Customer Company Name"/></p> <p>2.) Sort By: <input type="text" value="Product Name"/></p> <p>3.) Sort By: <input type="text" value="Customer Company Name"/></p> <p><input type="button" value="Submit"/> <input type="button" value="Cancel"/></p>	
<p>N/A</p> <p><b><u>Customer Company Name</u></b></p> <p>Product Name</p> <p>Remarking Partner Company Name</p> <p>Status</p> <p>Deal Priority</p> <p>Deal Value</p> <p>Deal Size</p> <p>IP Group Personnel</p>	

FIG. 92

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

## View Projects-Results

Marketing  
Module

Create New  
Project

View/Edit Project

Search/Report  
Projects

View/Edit  
Contacts

Criteria 1 Criteria 2 Criteria 3 Project # Customer Product  
Data1 Data2 Data3 Data4 Data5 Data6

FIG. 93

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

Marketing Module	Edit Project	
Create New Project	Project Name	Project #
View/Edit Project	Status	Status Date
Search/Report Projects	Deal Value	Deal Size
View/Edit Contacts	Include in Top Deals Report	Deal Priority
Description of Project		
<div></div>		
Follow-up Date		Follow-up Actions
Responsible Party		
Products		
Product Name		

FIG. 94

<u>Products</u>	
<u>Product Name</u>	
<u>Add Product</u>	<u>Remove Product</u>
<u>Customer</u>	
<u>Customer Name</u>	<u>Contact</u>
<u>Phone</u>	<u>Party to Final Contract</u>
<u>Add Customers</u>	<u>Remove Customers</u>
<u>Remarketing Partners</u>	
<u>Company Name</u>	<u>Contact</u>
<u>Phone</u>	<u>Party to Final Contract</u>
<u>Add Partner</u>	<u>Remove Partner</u>
<u>IP Group Personnel</u>	

FIG. 95

<u>IP Group Personnel</u>		<u>Name</u>	<u>Role</u>				
		Add IP Personnel	Remove IP Personnel				
<u>Associated Files Attached</u>							
File to Attach		Browse...	Remove File				
<table border="1"> <thead> <tr> <th>File Name</th> <th>Comments</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> </tr> </tbody> </table>				File Name	Comments		
File Name	Comments						
<u>Contract Records</u>							
<table border="1"> <thead> <tr> <th>Contract Name</th> <th>Agreement Type</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> </tr> </tbody> </table>				Contract Name	Agreement Type		
Contract Name	Agreement Type						
Create Contract	Add Associated Contract		X				
Submit	Cancel						

FIG. 96

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product  
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

## Marketing Module

Create New Project

View/Edit Project

Search/Report  
Projects

Standard Project  
Reports

- Top Deals
- Customer  
Report
- Remarketing  
Report
- Status Level  
Report
- BellSouth  
Entity  
Report

View/Edit Contacts

## Project Search/Reports

Project Name

Status N/A

Deal Value

Include in Top Deals Report ☐

Description  
of Project

Follow-up

Follow-up Date

Actions

Responsible Party

N/A

Products

Product Name

FIG. 97



IP Group Personnel

Name

Role

Add IP Group Personnel

Remove IP Group Personnel

Associated Files Attached

<u>File Name</u>	<u>Comments</u>

Full Text File Search

Contract Records

<u>Contract Name</u>	<u>Agreement Type</u>

Add Contract Record

Remove Contract Record

Search

Cancel

FIG. 99

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product  
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

## Marketing Module

## Project Search/Reports

Create New Project

View/Edit Project

Search/Report Projects

**Standard Project Reports**

- Top Deals
- Customer Report
- Remarketing Report
- Status Level Report
- BellSouth Entity Report

View/Edit Contacts

Project Name	<input type="text"/>	Project #	<input type="text"/>
Status	N/A	Status Date	<input type="text"/>
Deal Value	N/A	Deal Size	Medium
Included	Conduct Initial Research Conduct market research and analysis Complete and approve PTR Develop marketing plan & package Sell product Negotiate contract Complete & approve transaction report Execute contract Set up maintenance plan Close out Project	Deal Priority	high
Follow up			
Responsible Party	N/A		

Products

Product Name	<input type="text"/>
	<input type="text"/>

FIG. 100

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<u>IP Product</u> <u>Inventory Inventory</u>		<u>Marketing Contracts/Agreements Searching/Reporting Contacts</u>			
<u>Marketing Module</u>	<u>View Project Search Results</u>				
<u>Create New Project</u>	<u>Project Name</u>	<u>Customer</u>	<u>Product</u>	<u>Other Search Criteria</u>	
<u>View/Edit Project</u>	<u>Data1</u>	<u>Data2</u>	<u>Data3</u>	<u>Data4</u>	
<u>Search/Report Projects</u>					
<u>Standard Project Reports</u>					
<ul style="list-style-type: none"><li><u>Top Deals</u></li><li><u>Customer Report</u></li><li><u>Remarketing Report</u></li><li><u>Status Level Report</u></li><li><u>BellSouth Business Unit Report</u></li></ul>					
<u>View/Edit Contacts</u>					

FIG. 101



INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP

Product

Inventory

Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

Marketing Module

Create New Project

View/Edit Project

Search/Report Project

Standard Project Reports

Top Deals

Customer Report

Remarketing Report

Status Level Report

BellSouth Business Unit

View/Edit Contacts

Customer Report

Customer Name

Customer Name

Submit

Cancel

FIG. 103

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM					
<u>IP Inventory</u>	<u>Product Inventory</u>	<u>Marketing</u>	<u>Contracts/Agreements</u>	<u>Searching/Reporting</u>	<u>Contacts</u>
<u>Marketing Module</u>		<u>Customer Report</u>			
<p><u>Create New Project</u></p> <p><u>View/Edit Project</u></p> <p><u>Search/Report Projects</u></p> <p>Standard Project Reports</p> <ul style="list-style-type: none"> <li>• <u>Top Deals</u></li> <li>• <u>Customer Report</u></li> <li>• <u>Remarketing Report</u></li> <li>• <u>Status Level Report</u></li> <li>• <u>BellSouth Business Unit</u></li> </ul> <p><u>View/Edit Contacts</u></p>		<p><u>Customer Name</u> Data1</p> <p><u>Product Name</u> Data2</p> <p><u>Status</u> Data3</p> <p><u>Value</u> Data4</p> <p><u>BellSouth Business Unit</u> Data5</p> <p><u>Opp #</u> Data6</p>			

FIG. 103A

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting Contacts](#)

## Marketing Module

[Create New Project](#)

[View/Edit Project](#)

[Search/Report Projects](#)

## Standard Project Reports

- [Top Deals](#)
- [Customer Report](#)
- [Remarketing Report](#)
- [Status Level Report](#)
- [BellSouth Business Unit](#)

[View/Edit Contacts](#)

## Remarketing Partner Report

Remarketing Company Name

FIG. 104

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Marketing Module</u>	<u>Remarketing Partner Report</u>
<p><u>Create New Project</u></p> <p><u>View/Edit Project</u></p> <p><u>Search/Report Projects</u></p> <p><b>Standard Project Reports</b></p> <ul style="list-style-type: none"> <li>• <u>Top Deals</u></li> <li>• <u>Customer Report</u></li> <li>• <u>Remarketing Report</u></li> <li>• <u>Status Level Report</u></li> <li>• <u>BellSouth Business Unit</u></li> </ul> <p><u>View/Edit Contacts</u></p>	<p><u>Remarketing Partner</u> <u>Product Name</u> <u>Status</u> <u>Value</u> <u>BellSouth Business Unit</u> <u>Opp.#</u></p> <p>Data1 Data2 Data3 Data4 Data5 Data6</p>

FIG. 105

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP

Product

Inventory

Inventory

Marketing Contracts/Agreements

Searching/Reporting

Contacts

Marketing Module

Create New Project

View/Edit Project

Search/Report Projects

Standard Project Reports

- Top Deals
- Customer Report
- Remarketing Report
- Status Level Report
- BellSouth Business Unit

View/Edit Contacts

Status Level Report

Status Level

N/A

Submit

Cancel

FIG. 106

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<a href="#">IP Inventory</a> <a href="#">Product Inventory</a>	<a href="#">Marketing Contracts/Agreements</a> <a href="#">Searching/Reporting</a> <a href="#">Contacts</a>
<a href="#">Marketing Module</a>	<a href="#">Status Level Report</a>
<a href="#">Create New Project</a>	<div> <div>Status Level</div> <div>N/A</div> </div>
<a href="#">View/Edit Project</a>	<div> <div>N/A</div> <div> Conduct Initial Research  Conduct market research and analysis  Complete and approve PTR  Develop marketing plan &amp; package  Sell product  Negotiate contract  Complete &amp; approve transaction report  Execute contract  Set up maintenance plan  Close out Project </div> </div>
<a href="#">Search/Report Projects</a>	<div> <div>Submit</div> <div>Cancel</div> </div>
<a href="#">Standard Project Reports</a>	<ul style="list-style-type: none"> <li><a href="#">Top Deals</a></li> <li><a href="#">Customer Report</a></li> <li><a href="#">Remarketing Report</a></li> <li><a href="#">Status Level Report</a></li> <li><a href="#">BellSouth Business Unit</a></li> </ul>
<a href="#">View/Edit Contacts</a>	

FIG. 107



# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

Marketing  
Module

BellSouth Business Unit Report

Create New Project

View/Edit Project

Search/Report  
Projects

Standard Project  
Reports

- Top Deals
- Customer
- Report
- Remarketing
- Report
- Status Level
- Report
- BellSouth
- Business
- Unit

View/Edit Contacts

BellSouth Business Unit

Submit

Cancel

BASC  
BBI  
BBS  
BPC  
BSC  
BSCC  
BSE  
BSI  
BSNET  
BST

FIG. 109

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product  
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

## Marketing Module

### Bell South Business Unit Report

Create New Project

View/Edit Project

Search/Report  
Projects

### Standard Project Reports

- Top Deals
- Customer Report
- Remarketing Report
- Status Level Report
- BellSouth Business Unit

View/Edit Contacts

FIG. 110

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)   [Product](#)   [Marketing Contracts/Agreements](#)   [Searching/Reporting Contacts](#)  
[Inventory](#)   [Inventory](#)

## Contracts/Agreements

Please choose an option from the menu bar on the left.

[Add Contract/Agreement](#)  
[Search Contracts/Agreements](#)  
[Contract Reports](#)  
[View/Edit Contacts](#)

FIG. 111

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting Contacts](#)

## Contracts/Agreements Module

[Add Contract/Agreement](#)  
[Search Contracts/Agreements](#)  
[Contract Reports](#)  
[View/Edit Contacts](#)

## Add Contract/Agreement

Agreement Name  Agreement Number 12323  
 Agreement Type  Project Number   
 Product

## Contract Summary

Exclusivity  Form of Agreement   
 Type of Revenue  Unique T&C   
 Frequency of Payments   
 Description

Termination or Renewal Terms

FIG. 112

Termination or Renewal Terms

Confidentiality Period	Notice Date
Effective Date	
Termination/Renewal Date	Reason for Termination

BellSouth Business Unit

BellSouth Business Unit	Royalty Percentage

Add BellSouth BU

Remove BellSouth BU

Parties to the Contract

Company Name	Type	Contact

Add Party

Remove Party

FIG. 113

Add Party

Remove Party

---

IP Covered by License

---

IP Type

Name

Ref #

---

Add Associated IP

Remove Associated IP

---

Actions/Payments Due

---

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Contact	External Contact	Comments

---

Add Action Item

Remove Action Item

Add Internal Party

Add External Party

---

Comments

FIG. 114

<u>Comments</u>	
<div></div>	
<div></div>	<div>Remove File</div>
<div>File to Attach</div>	<div>Browse...</div>
<div>File Name</div>	<div><u>Comments</u></div>
<div>Submit</div>	<div>Cancel</div>

FIG. 115

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM	
<div>IP    <u>Product</u>    <u>Marketing Contracts/Agreements</u>    <u>Searching/Reporting Contacts</u></div> <div><u>Inventory</u>    <u>Inventory</u></div>	
<div><u>Contracts/Agreements</u> <b>Module</b></div>	<div><b>Add Contract/Agreement</b></div> <div><div>Agreement Name <input type="text"/></div><div>Agreement Number 12323</div><div>Agreement Type <input type="text"/></div><div>Project Number <input type="text"/></div><div><div>Administrative Services Agreement Master Licensing Agreement Sublicensing Agreement Services Agreement Sublease Agreement Consulting Agreements Recruiter Agreement Remarketing Agreements</div><div>Form of Agreement <input type="text"/></div><div>Type of Revenue <input type="text"/></div><div>Unique T&amp;C <input type="text"/></div><div>Frequency of Payments <input type="text"/></div><div>Description <input type="text"/></div></div></div>
<div><u>Add Contract/Agreement</u></div> <div><u>Search Contracts/Agreements</u></div> <div><u>Contract Reports</u></div> <div><u>View/Edit Contacts</u></div>	

FIG. 116

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting](#)
[Contracts](#)

<a href="#">Contracts/Agreements Module</a>	<a href="#">Add Contract/Agreement</a>	
<a href="#">Add Contract/Agreement</a> <a href="#">Search Contracts/Agreements</a> <a href="#">Contract Reports</a> <a href="#">View/Edit Contacts</a>	<div> <div>Agreement Name</div> <div>Agreement Type</div> <div>Product</div> </div> <div> <div>Agreement Number 12323</div> <div>Project Number</div> </div>	
<div> <div> <div>Exclusivity</div> <div>Type of Revenue</div> <div>Frequency of Payments</div> <div>Description</div> </div> <div> <div>Form of Agreement</div> <div>Unique T&amp;C</div> <div>Distribution License</div> <div>Straight Use License</div> <div>Strategic Agreement</div> </div> </div>		

FIG. 117

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP   Product   Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory   Inventory

## Contracts/Agreements Module

Add Contract/Agreement

Search  
Contracts/Agreements

Contract Reports

View/Edit Contacts

## Add Contract/Agreement

Agreement Name  Agreement Number 12323  
Agreement Type  Project Number   
Product

## Contract Summary

Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>
Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>
Frequency of Payment <input type="text"/>	Cash <input type="text"/>
	Savings <input type="text"/>
	Cash & Savings <input type="text"/>
Description <input type="text"/>	

FIG. 118

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

<u>IP</u>	<u>Product</u>	<u>Inventory</u>
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10
11	11	11
12	12	12
13	13	13
14	14	14
15	15	15
16	16	16
17	17	17
18	18	18
19	19	19
20	20	20
21	21	21
22	22	22
23	23	23
24	24	24
25	25	25
26	26	26
27	27	27
28	28	28
29	29	29
30	30	30
31	31	31
32	32	32
33	33	33
34	34	34
35	35	35
36	36	36
37	37	37
38	38	38
39	39	39
40	40	40
41	41	41
42	42	42
43	43	43
44	44	44
45	45	45
46	46	46
47	47	47
48	48	48
49	49	49
50	50	50
51	51	51
52	52	52
53	53	53
54	54	54
55	55	55
56	56	56
57	57	57
58	58	58
59	59	59
60	60	60
61	61	61
62	62	62
63	63	63
64	64	64
65	65	65
66	66	66
67	67	67
68	68	68
69	69	69
70	70	70
71	71	71
72	72	72
73	73	73
74	74	74
75	75	75
76	76	76
77	77	77
78	78	78
79	79	79
80	80	80
81	81	81
82	82	82
83	83	83
84	84	84
85	85	85
86	86	86
87	87	87
88	88	88
89	89	89
90	90	90
91	91	91
92	92	92
93	93	93
94	94	94
95	95	95
96	96	96
97	97	97
98	98	98
99	99	99
100	100	100

Marketing Contracts/Agreements Searching/Reporting Contacts

## Contracts/Agreements Module

Add Contract/Agreement

Add Contract/Agreement

Search  
Contracts/Agreements

## Contract Reports

[View/Edit Contacts](#)

Agreement Name	Agreement Number
	12323

Agreement Type	Project Number

## Product

## Contract Summary

Exclusivity Form of Agreement

**Type of Revenue**

## Frequency of Payments

One-time Development/Maintenance Savings  
One Time Up-Front License Fee  
One Time Up-Front License Fee w/ Future Royalties Due  
Monthly Report/Royalty Payment  
Quarterly Report/Royalty Payment  
Annual Report/Royalty Payment

FIG. 119

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#) [Product Inventory](#) [Marketing](#) [Contracts/Agreements](#) [Searching/Reporting](#) [Contacts](#)

*Contracts/Agreements  
Module*

## Add Action

Action Type	<input type="checkbox"/> Termination Notice	Expected Due Date	<input type="text"/>
Expected Amount	<input type="text"/>	Start of Period	<input type="text"/>
Expected Action	<input type="text"/>	End of Period	<input type="text"/>
Internal Contact	<input type="text"/>	External Contact	<input type="text"/>

### Recurring Actions

Date	<input type="text"/>	Repeat	<input type="text"/>
------	----------------------	--------	----------------------

Comments:

<input type="button" value="Submit"/>	<input type="button" value="Cancel"/>
---------------------------------------	---------------------------------------

FIG. 120

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP    Product    Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory    Inventory

*Contracts/Agreements  
Module*

## Add Action

Action Type	<div>Termination Notice Termination Notice Extension Notice Report REQ'T Payment REQ'T Internal Cont Savings Due Other</div>	Expected Due Date	
Expected An		Start of Period	
Expected Ac		End of Period	
Internal Cont		External Contact	

### Recurring Actions

Date		Repeat
------	--	--------

Comments:

FIG. 120A

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product  
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

Contracts/Agreements  
Module

Search Contracts/Agreements

Add Contract/Agreement

Search  
Contracts/Agreements

Contract Reports

View/Edit Contacts

Agreement Number

Project Number

Agreement Type

Product

Contract Summary

Exclusivity

Form of

Agreement

Type of Revenue

Unique T&C

Frequency of Payments

Description

FIG. 121

Description			
Termination or Renewal Terms			
Confidentiality Period		Notice Date	
Effective Date			
Termination/Renewal Date		Reason for Termination	
BellSouth Business Units			
BellSouth Business Unit		Royalty Percentage	
Add BellSouth BU		Remove BellSouth BU	
Parties to the Contract			
Company Name		Type	Contact
Add Party		Remove Party	

FIG. 122

Add PartyRemove Party

IP Covered by License

IP TypeNameRef #

Add IPRemove IP

Actions/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Contact	External Contact	Comments

Add ActionRemove Action

Comments

Full Text File Search

SubmitCancel

FIG. 123

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)    [Marketing Contracts/Agreements](#)    [Searching/Reporting](#)    [Contacts](#)  
[Inventory](#)    [Inventory](#)

	<u>Search Results</u>												
<u>Add Contract/Agreement</u>	<table><tr><td><u>Agreement</u></td><td><u>Agreement</u></td><td><u>Project #</u></td></tr><tr><td><u>Name</u></td><td><u>Type</u></td><td></td></tr><tr><td><u>Data1</u></td><td><u>Data3</u></td><td><u>Data4</u></td></tr><tr><td></td><td><u>Data2</u></td><td></td></tr></table>	<u>Agreement</u>	<u>Agreement</u>	<u>Project #</u>	<u>Name</u>	<u>Type</u>		<u>Data1</u>	<u>Data3</u>	<u>Data4</u>		<u>Data2</u>	
<u>Agreement</u>	<u>Agreement</u>	<u>Project #</u>											
<u>Name</u>	<u>Type</u>												
<u>Data1</u>	<u>Data3</u>	<u>Data4</u>											
	<u>Data2</u>												
<u>Search Contracts/Agreements</u>													
<u>Contract Reports</u>													
<u>View/Edit Contacts</u>													

FIG. 124

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting Contacts](#)

<b><u>Contracts/Agreements Module</u></b>  <a href="#">Add Contract/Agreement</a>  <a href="#">Search Contracts/Agreements</a>  <a href="#">Contract Reports</a>  <a href="#">View/Edit Contacts</a>	<b><u>Contract/Agreement</u></b>  Agreement Name Name      Agreement Number 12323  Agreement Type Contract      Project Number 1234  Product Product  <b><u>Contract Summary</u></b>								
<table border="1"> <tr> <td>Exclusivity Exclusive</td> <td>Form of Agreement Straight Use License</td> </tr> <tr> <td>Type of Revenue Cash</td> <td>Unique T&amp;C Text</td> </tr> <tr> <td>Frequency of Payments Annual Report/Royalty Payment</td> <td></td> </tr> <tr> <td>Description A nice piece of IP</td> <td></td> </tr> </table>		Exclusivity Exclusive	Form of Agreement Straight Use License	Type of Revenue Cash	Unique T&C Text	Frequency of Payments Annual Report/Royalty Payment		Description A nice piece of IP	
Exclusivity Exclusive	Form of Agreement Straight Use License								
Type of Revenue Cash	Unique T&C Text								
Frequency of Payments Annual Report/Royalty Payment									
Description A nice piece of IP									
Termination or Renewal Terms  <div style="border: 1px solid black; height: 40px; width: 100%;"></div>									
Confidentiality Period 2/14/2000      Notice Date 2/14/2000									

FIG. 125

Confidentiality Period 2/14/2000		Notice Date 2/14/2000	
Effective Date 2/14/2000			
Termination/Renewal Date 2/14/2000		Reason for Termination None	

### BellSouth Business Unit

BellSouth Business Unit	Royalty Percentage
Cellular	100

### Parties to the Contract

Company Name	Type	Contact
Party	Remarking	Carter Pate

### IP Covered by License

IP Type	Name	Ref #
Patent	Cell Phone	1234

### Actions/Payments Due

FIG. 126

Expected  
Due  
Date

Actual  
Date

Action Type

Expected  
Amount

Actual  
Amount

Expected  
Action

Actual  
Action

Internal  
Contact

External  
Contact

Comments

Comments

File Name

Comments

Edit

FIG. 127

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)   [Product](#)   [Marketing Contracts/Agreements](#)   [Searching/Reporting Contacts](#)  
[Inventory](#)   [Inventory](#)

<a href="#">Contracts/Agreements Module</a>	<a href="#">Add Contract/Agreement</a> <a href="#">Search Contracts/Agreements</a> <a href="#">Contract Reports</a> <a href="#">View/Edit Contacts</a>
<h2><u>Edit Contract/Agreement</u></h2>	
Agreement Name <input type="text"/>	Agreement Number 12323
Agreement Type <input type="text"/>	Project Number <input type="text"/>
Product <input type="text"/>	
<h2><u>Contract Summary</u></h2>	
Exclusivity <input type="text"/>	Form of Agreement <input type="text"/>
Type of Revenue <input type="text"/>	Unique T&C <input type="text"/>
Frequency of Payments <input type="text"/>	
Description <input type="text"/>	
<a href="#">Termination or Renewal Terms</a>	

FIG. 128

Termination or Renewal Terms

Confidentiality Period

Notice Date

Effective Date

Termination/Renewal Date

Reason for Termination

BellSouth Business Units

BellSouth Business Unit

Royalty Percentage

Add BellSouth BU

Remove BellSouth BU

Parties to the Contract

Company Name

Type

Contact

Add Party

Remove Party

IP Covered by License

FIG. 129

IP Covered by License

IP Type

Name

Ref #

Add Associated IP

Remove Associated IP

Action/Payments Due

Expected Due Date	Actual Date	Action Type	Expected Amount	Actual Amount	Expected Action	Actual Action	Internal Responsible Party	External Responsible Party	Comments

Add Action Item

Remove Action Item

Add Internal Party

Add External Party

Comments

FIG. 130

	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
0	0.0000	0.0001	0.0002	0.0003	0.0004	0.0005	0.0006	0.0007	0.0008	0.0009	0.0010	0.0011	0.0012	0.0013	0.0014	0.0015	0.0016	0.0017	0.0018	0.0019	0.0020	0.0021	0.0022	0.0023	0.0024	0.0025	0.0026	0.0027	0.0028	0.0029	0.0030	0.0031	0.0032	0.0033	0.0034	0.0035	0.0036	0.0037	0.0038	0.0039	0.0040	0.0041	0.0042	0.0043	0.0044	0.0045	0.0046	0.0047	0.0048	0.0049	0.0050	0.0051	0.0052	0.0053	0.0054	0.0055	0.0056	0.0057	0.0058	0.0059	0.0060	0.0061	0.0062	0.0063	0.0064	0.0065	0.0066	0.0067	0.0068	0.0069	0.0070	0.0071	0.0072	0.0073	0.0074	0.0075	0.0076	0.0077	0.0078	0.0079	0.0080	0.0081	0.0082	0.0083	0.0084	0.0085	0.0086	0.0087	0.0088	0.0089	0.0090	0.0091	0.0092	0.0093	0.0094	0.0095	0.0096	0.0097	0.0098	0.0099	0.0100

Comments

File to Attach

Browse...

Remove File

File Name

Comments

Submit

Cancel

FIG. 131

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements Searching/Reporting Contracts](#)

<u>Contract/Agreements Module</u>	<u>Contracts Reports</u>
<a href="#">Add Contract/Agreement</a> <a href="#">Search Contracts/Agreements</a> <a href="#">Contract Reports</a> <a href="#">Upcoming</a> <a href="#">Termination Report</a> <a href="#">Royalty/Reporting</a> <a href="#">Requirements By</a> <a href="#">Date</a> <a href="#">Contracts By</a> <a href="#">BellSouth Business</a> <a href="#">Unit</a> <a href="#">Financial Report By</a> <a href="#">Period</a>	<p>Please select a report from the left menu bar.</p>

FIG. 132

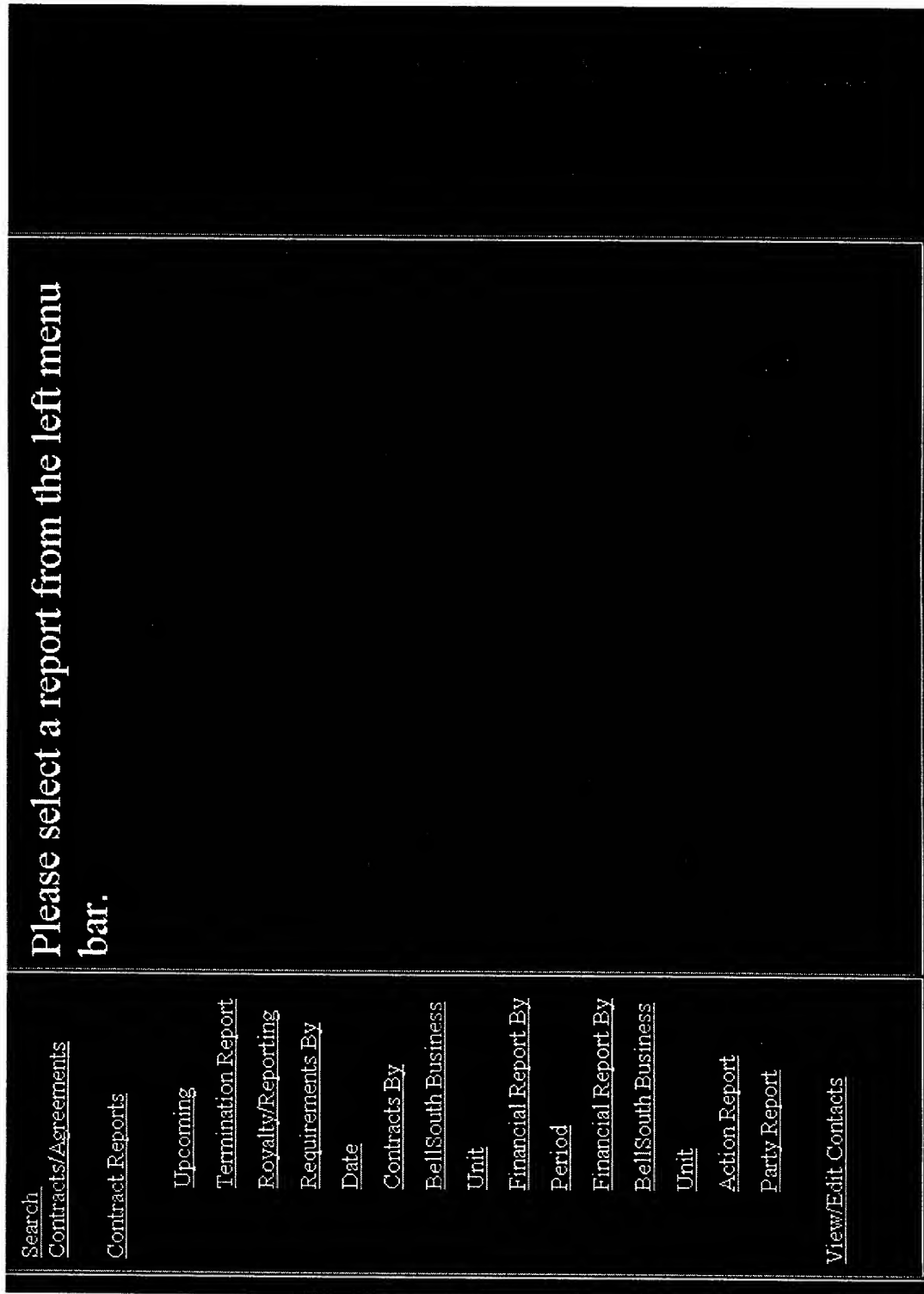


FIG. 133

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP  
Inventory Product  
Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

Contract/Agreements  
Module

Add Contract/Agreement

Search  
Contracts/Agreements

Contract Reports

Upcoming  
Termination

Report

Royalty/Reporting

Requirements By

Date

Contracts By

BellSouth

Business Unit

Financial Report

By Period

## Upcoming Termination Report

Agreement Type

Period Covered By Report:

Start Date

End Date

OR

Time Period

Search

Cancel

FIG. 134

INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP

Product

Inventory

Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

Contract/Agreements

Module

Add Contract/Agreement

Search Contracts/Agreements

Contract Reports

Upcoming Termination

Report

Royalty/Reporting

Requirements By

Date

Contracts By

BellSouth

Business Unit

Financial Report

By Period

Upcoming Termination Report

Agreement Type

Contract

Internal Use

Marketing (External)

IPCO/Affiliates

All

Search

Cancel

Report:

End Date

FIG. 135

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product  
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

Contract/Agreements  
Module

Upcoming Termination Report

Add Contract/Agreement

Search  
Contracts/Agreements

Contract Reports

Upcoming  
Termination

Report

Royalty/Reporting

Requirements By

Date

Contracts By

BellSouth

Business Unit

Financial Report

By Period

Agreement Type

Period Covered By Report:

Start Date

End Date

OR

Time Period

Search

Cal

Next 30 Days  
Next 60 Days  
Next Year

FIG. 136



# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product  
Inventory Inventory

Marketing Contracts/Agreements Searching/Reporting Contacts

<u>Contract/Agreements</u> <i>Module</i>	<u>Royalty/Reporting Requirements By Date Report</u>
<u>Add Contract/Agreement</u>  <u>Search</u> <u>Contracts/Agreements</u>  <u>Contract Reports</u>  <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth</u> <u>Business Unit</u> <u>Financial Report</u> <u>By Period</u>	<u>Agreement Type</u> <input type="text"/> <u>Period Covered By Report:</u> <u>Start Date</u> <input type="text"/> <u>End Date</u> <input type="text"/> OR <u>Time Period</u> <input type="text"/> <input type="button" value="Search"/> <input type="button" value="Cancel"/>

FIG. 138



# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Contracts By BellSouth Business Unit</u>
<u>Add Contract/Agreement</u>	<u>Agreement Type</u> <input type="text"/>
<u>Search Contracts/Agreements</u>	<u>BellSouth Business Unit</u> <input type="text"/>
<u>Contract Reports</u>	<u>Period Covered By Report:</u>
<u>Upcoming Termination Report</u>	<u>Start Date</u> <input type="text"/>
<u>Royalty/Reporting Requirements By Date</u>	OR <u>End Date</u> <input type="text"/>
<u>Contracts By BellSouth Business Unit</u>	<u>Time Period</u> <input type="text"/>
<u>Financial Report By Period</u>	<input type="button" value="Search"/> <input type="button" value="Cancel"/>
<u>Financial Report By BellSouth Business Unit</u>	
<u>Action Report</u>	

FIG. 140

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP      Product      Marketing Contracts/Agreements Searching/Reporting Contracts  
Inventory      Inventory

<u>Contract/Agreement Module</u>	<u>Contracts By BellSouth Business Unit</u>
<u>Add Contract/Agreement</u>	Period Covered By Report:      Date Report Run:
<u>Search Contracts/Agreements</u>	
<u>Contract Reports</u>	
<u>Upcoming Termination Report</u>	<u>BellSouth Business Unit</u> <u>Agreement Name</u> <u>Product</u> <u>Parties</u> <u>Effective Date</u> <u>Termination Date</u>
<u>Royalty/Reporting Requirements By Date</u>	<u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u> <u>Data</u>
<u>Contracts By BellSouth Business Unit</u>	
<u>Financial Report By Period</u>	
<u>Financial Report By BellSouth Business Unit</u>	
<u>Action Report</u>	

FIG. 141

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

Contract/Agreements Module	Financial Report By Period
<p><u>Add Contract/Agreement</u></p> <p><u>Search Contracts/Agreements</u></p> <p><u>Contract Reports</u></p> <p><u>Upcoming</u></p> <p><u>Termination</u></p> <p><u>Report</u></p> <p><u>Royalty/Reporting</u></p> <p><u>Requirements By</u></p> <p><u>Date</u></p> <p><u>Contracts By</u></p> <p><u>BellSouth</u></p> <p><u>Business Unit</u></p> <p><u>Financial Report</u></p> <p><u>By Period</u></p>	<p>Agreement Type <input type="text"/></p> <p>Period Covered By Report:</p> <p>Start Date <input type="text"/> End Date <input type="text"/></p> <p>OR</p> <p>Time Period <input type="text"/></p> <p><input type="button" value="Search"/> <input type="button" value="Cancel"/></p>

FIG. 142

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Financial Report By Period</u>												
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming Termination Report</u> <u>Royalty/Reporting Requirements By Date</u> <u>Contracts By BellSouth Business Unit</u> <u>Financial Report By Period</u> <u>Financial Report By BellSouth Business Unit</u> <u>Action Report</u>	<p>Period Covered By Report:    Date Report Run:</p> <table><tr><td><u>Contract Name</u></td><td><u>BellSouth Business Unit</u></td><td><u>Parties</u></td><td><u>Amount Due</u></td><td><u>Date Due</u></td><td><u>External Contact</u></td></tr><tr><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td></tr></table>	<u>Contract Name</u>	<u>BellSouth Business Unit</u>	<u>Parties</u>	<u>Amount Due</u>	<u>Date Due</u>	<u>External Contact</u>	Data	Data	Data	Data	Data	Data
<u>Contract Name</u>	<u>BellSouth Business Unit</u>	<u>Parties</u>	<u>Amount Due</u>	<u>Date Due</u>	<u>External Contact</u>								
Data	Data	Data	Data	Data	Data								

FIG. 143

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<p><u>Contract/Agreements</u> <u>Module</u></p>	<p><u>Financial Report By BellSouth Business Unit</u></p>
<p><u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By Date</u> <u>Contracts By BellSouth</u> <u>Business Unit</u> <u>Financial Report By</u> <u>Period</u> <u>Financial Report By</u> <u>BellSouth Business Unit</u> <u>Action Report</u> <u>Party Report</u></p>	<p><u>Agreement Type</u> <input type="text" value="BellSouth BU"/></p> <p><u>Period Covered By Report:</u></p> <p><u>Start Date</u> <input type="text" value=""/> <u>End Date</u> <input type="text" value=""/></p> <p>OR</p> <p><u>Time Period</u> <input type="text" value=""/></p> <p><input type="button" value="Search"/> <input type="button" value="Cancel"/></p>

FIG. 144

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Financial Report By BellSouth Business Unit</u>												
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming Termination Report</u> <u>Royalty/Reporting Requirements By Date</u> <u>Contracts By BellSouth Business Unit</u> <u>Financial Report By Period</u> <u>Financial Report By BellSouth Business Unit</u> <u>Action Report</u>	<p>Period Covered By Report:    Date Report Run:</p> <table><tr><td><u>BellSouth Business Unit</u></td><td><u>Agreement Name</u></td><td><u>Expected Amount</u></td><td><u>Actual Amount</u></td><td><u>Date Due</u></td><td><u>External Contact</u></td></tr><tr><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td><td>Data</td></tr></table>	<u>BellSouth Business Unit</u>	<u>Agreement Name</u>	<u>Expected Amount</u>	<u>Actual Amount</u>	<u>Date Due</u>	<u>External Contact</u>	Data	Data	Data	Data	Data	Data
<u>BellSouth Business Unit</u>	<u>Agreement Name</u>	<u>Expected Amount</u>	<u>Actual Amount</u>	<u>Date Due</u>	<u>External Contact</u>								
Data	Data	Data	Data	Data	Data								

FIG. 145

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)   [Product](#)   [Marketing Contracts/Agreements](#)   [Searching/Reporting Contacts](#)  
[Inventory](#)   [Inventory](#)

<a href="#">Contract/Agreement Module</a>	<a href="#">Action Report</a>
<a href="#">Add Contract/Agreement</a>	Agreement Type: <input type="text"/>
<a href="#">Search Contracts/Agreements</a>	Action Type: <input type="text"/>
<a href="#">Contract Reports</a>	Period Covered By Report:
<a href="#">Upcoming Termination Report</a>	Start Date: <input type="text"/> End Date: <input type="text"/>
<a href="#">Royalty/Reporting Requirements By Date</a>	OR
<a href="#">Contracts By BellSouth Business Unit</a>	Time Period: <input type="text"/>
<a href="#">Financial Report By Period</a>	Sort By:
<a href="#">Financial Report By BellSouth Business</a>	Sort 1: <input type="text"/>
<a href="#">Unit</a>	Sort 2: <input type="text"/>
<a href="#">Action Report</a>	Sort 3: <input type="text"/>
	<input type="button" value="Search"/> <input type="button" value="Cancel"/>

FIG. 146

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP Inventory](#)
[Product Inventory](#)
[Marketing Contracts/Agreements](#)
[Searching/Reporting Contacts](#)

<u>Contract/Agreement Module</u>	<u>Action Report</u>
<a href="#">Add Contract/Agreement</a>	Agreement Type: <input type="text"/>
<a href="#">Search Contracts/Agreements</a>	Action Type: <input type="text"/>
<a href="#">Contract Reports</a>	Period Covered By Report: <input type="text"/>
<a href="#">Upcoming Termination Report</a>	Start Date: <input type="text"/> End Date: <input type="text"/>
<a href="#">Royalty/Reporting Requirements By Date</a>	OR
<a href="#">Contracts By BellSouth Business Unit</a>	Time Period: <input type="text"/>
<a href="#">Financial Report By Period</a>	Sort By:
<a href="#">Financial Report By BellSouth Business Unit</a>	Sort 1: <input type="text"/>
<a href="#">Financial Report By Period</a>	Sort 2: <input type="text"/>
<a href="#">BellSouth Business Unit</a>	Sort 3: <input type="text"/>
<a href="#">Action Report</a>	<input type="text"/> Search Internal Responsible Party External Responsible Party Due Date Contract Name

Display Report

FIG. 147

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Contract/Agreement Module</u>	<u>Action Report</u>
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth</u> <u>Business Unit</u> <u>Financial Report</u> <u>By Period</u>	<p>Period Covered By Report:      Date Report Run:</p> <p> <u>Expected Agreement</u>    <u>Action</u>    <u>Expected</u>    <u>Expected</u>    <u>Internal</u>    <u>External</u>  <u>Due Date</u>    <u>Name</u>    <u>Type</u>    <u>Action</u>    <u>Amount</u>    <u>Contact</u>    <u>Contact</u>  <u>Data</u>    <u>Data</u>    <u>Data</u>    <u>Data</u>    <u>Data</u>    <u>Data</u>    <u>Data</u> </p>

FIG. 148

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<p><u>Contract/Agreements Module</u></p> <p><u>Add Contract/Agreement</u></p> <p><u>Search Contracts/Agreements</u></p> <p><u>Contract Reports</u></p> <p><u>Upcoming</u></p> <p><u>Termination Report</u></p> <p><u>Royalty/Reporting</u></p> <p><u>Requirements By</u></p> <p><u>Date</u></p> <p><u>Contracts By</u></p> <p><u>BellSouth Business</u></p> <p><u>Unit</u></p> <p><u>Financial Report By</u></p> <p><u>Period</u></p>	<p><u>Party Report</u></p> <p>Agreement Type <input type="text"/> Parties <input type="text"/> <input type="button" value="Add Party"/></p> <p><u>Period Covered By Report:</u></p> <p>Start Date <input type="text"/> End Date <input type="text"/></p> <p>OR</p> <p>Time Period <input type="text"/> <input type="button" value="Search"/> <input type="button" value="Cancel"/></p>
---	--

FIG. 149

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Contract/Agreements Module</u>	<u>Party Report</u>
<u>Add Contract/Agreement</u> <u>Search Contracts/Agreements</u> <u>Contract Reports</u> <u>Upcoming</u> <u>Termination Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Business</u> <u>Unit</u> <u>Financial Report By</u> <u>Period</u>	Period Covered By Report:    Date Report Run:  <div> <u>Agreement Name</u>    <u>Parties</u>    <u>BellSouth Business Unit</u>    <u>Amount Due</u>    <u>Date Due</u>    <u>External Contact</u> </div> <div>                         Data    Data    Data    Data    Data    Data                     </div>

FIG. 150

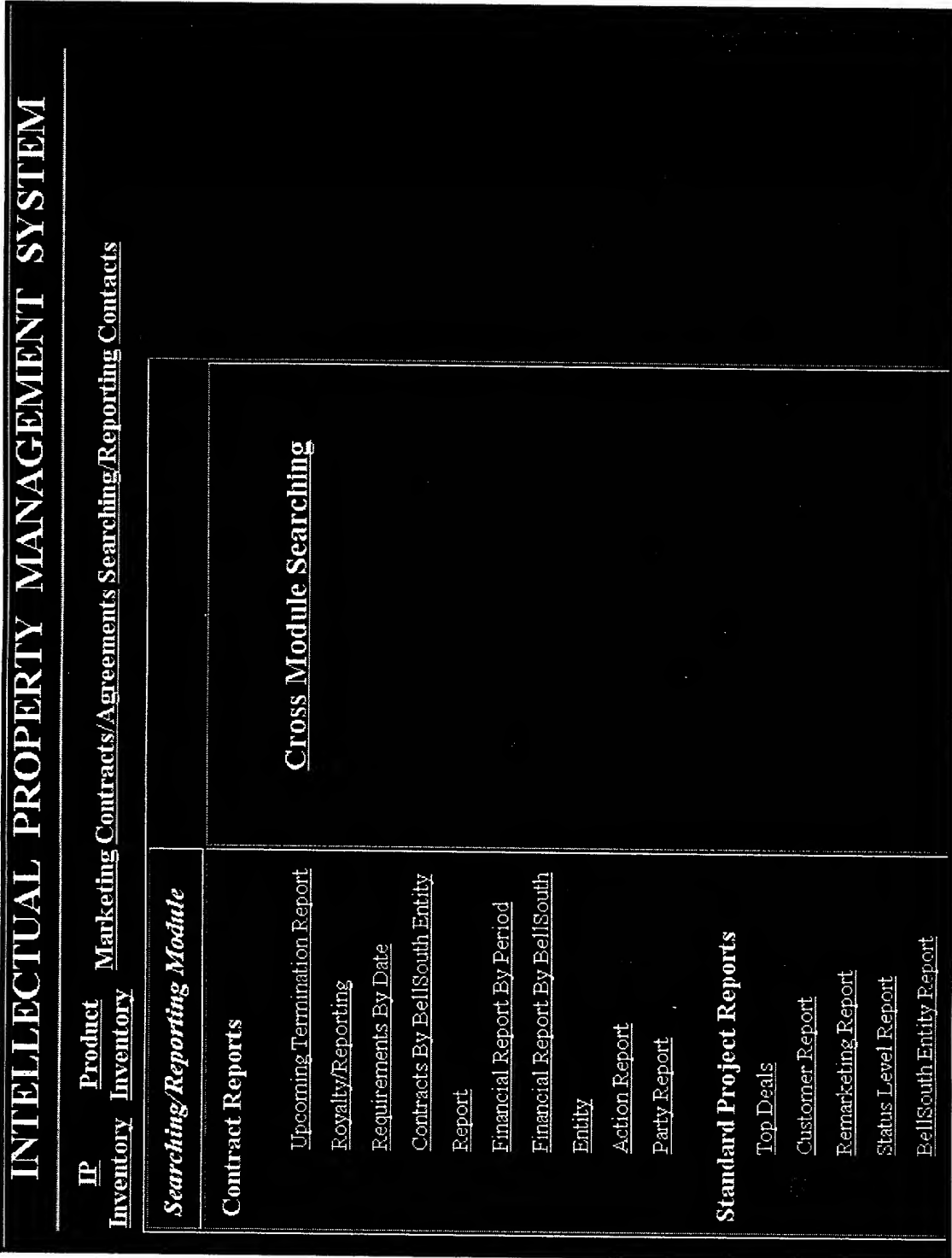


FIG. 151

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

Reporting Module	Cross Module Searching										
<p><u>Contract Reports</u></p> <p><u>Upcoming</u></p> <p><u>Termination</u></p> <p><u>Report</u></p> <p><u>Royalty/Reporting</u></p> <p><u>Requirements By</u></p> <p><u>Date</u></p> <p><u>Contracts By</u></p> <p><u>BellSouth Entity</u></p> <p><u>Report</u></p> <p><u>Financial Report</u></p> <p><u>By Period</u></p> <p><u>Financial Report</u></p> <p><u>By BellSouth</u></p> <p><u>Entity</u></p>	<p><u>Output Display:</u></p> <p>Item1 <input type="text"/></p> <p>Item2 <input type="text"/></p> <p>Item3 <input type="text"/></p> <p>Item4 <input type="text"/></p> <p>Item5 <input type="text"/></p> <p><u>Where:</u></p> <table border="1"> <tr> <td><input type="text"/></td> <td>Criteria 1</td> <td><input type="text"/></td> <td>=</td> <td><input type="text"/></td> </tr> <tr> <td>Operator <input type="text"/></td> <td>Criteria 2</td> <td><input type="text"/></td> <td>=</td> <td><input type="text"/></td> </tr> </table> <p><input type="button" value="Search"/> <input type="button" value="Cancel"/></p>	<input type="text"/>	Criteria 1	<input type="text"/>	=	<input type="text"/>	Operator <input type="text"/>	Criteria 2	<input type="text"/>	=	<input type="text"/>
<input type="text"/>	Criteria 1	<input type="text"/>	=	<input type="text"/>							
Operator <input type="text"/>	Criteria 2	<input type="text"/>	=	<input type="text"/>							

FIG. 152

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

<u>Reporting Module</u>		<u>Cross Module Searching</u>	
<b>Contract Reports</b> <u>Upcoming</u> <u>Termination</u> <u>Report</u> <u>Royalty/Reporting</u> <u>Requirements By</u> <u>Date</u> <u>Contracts By</u> <u>BellSouth Entity</u> <u>Report</u> <u>Financial Report</u> <u>By Period</u> <u>Financial Report</u> <u>By BellSouth</u> <u>Entity</u>		<b>Output Display:</b> Item1 <input type="text" value="Patents"/> Item2 <input type="text" value="Trademarks"/> Item3 <input type="text" value="Trade Secrets"/> Item4 <input type="text" value="Copyrights"/> Item5 <input type="text" value=""/> <u>Where:</u> <input type="text" value="Patents"/> <input type="text" value="Trademarks"/> <input type="text" value="Trade Secrets"/> <input type="text" value="Copyrights"/> <input type="text" value="Products"/> <input type="text" value="Marketing Opportunities"/> <input type="text" value="Contracts"/> <input type="text" value="Operator"/> <input type="button" value="Search"/> <input type="button" value="Cancel"/>	

FIG. 153

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

Reporting Module		Cross Module Searching	
<p><b>Contract Reports</b></p> <p>Upcoming Termination Report Royalty/Reporting Requirements By Date Contracts By BellSouth Entity Report Financial Report By Period Financial Report By BellSouth Entity</p>		<p><b>Output Display:</b></p> <p>Item1 Patents Item2 Trademarks Item3 Trade Secrets Item4 Copyrights Item5 Products</p> <p><b>Where:</b></p> <p>Patent App# Patent Docket # Trademark Name Trademark Application # Trademark Docket # Trade Secret Name Copyright Name BellSouth Entity Product Name BellSouth Business Unit</p> <p>Criteria 1 Criteria 2</p> <p>Operator and</p> <p>Search Cancel</p>	

FIG. 154

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP Product Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory Inventory

Reporting Module		Cross Module Searching																																											
<p><u>Contract Reports</u></p> <p><u>Upcoming</u></p> <p><u>Termination</u></p> <p><u>Report</u></p> <p><u>Royalty/Reporting</u></p> <p><u>Requirements By</u></p> <p><u>Date</u></p> <p><u>Contracts By</u></p> <p><u>BellSouth Entity</u></p> <p><u>Report</u></p> <p><u>Financial Report</u></p> <p><u>By Period</u></p> <p><u>Financial Report</u></p> <p><u>By BellSouth</u></p> <p><u>Entity</u></p>		<p><u>Output Display:</u></p> <table border="1"> <tr> <td>Item1</td> <td>Patents</td> <td>Trademark Application #</td> </tr> <tr> <td>Item2</td> <td>Trademarks</td> <td>Trademark Docket #</td> </tr> <tr> <td>Item3</td> <td>Trade Secrets</td> <td>Trade Secret Name</td> </tr> <tr> <td>Item4</td> <td>Copyrights</td> <td>Copyright Name</td> </tr> <tr> <td>Item5</td> <td>Products</td> <td>BellSouth Entity</td> </tr> <tr> <td></td> <td></td> <td>Product Name</td> </tr> <tr> <td></td> <td></td> <td>BellSouth Business Unit</td> </tr> <tr> <td></td> <td></td> <td>Contacts</td> </tr> <tr> <td></td> <td></td> <td>Opportunity Name</td> </tr> <tr> <td></td> <td></td> <td>Agreement Name</td> </tr> <tr> <td></td> <td></td> <td>Agreement Type</td> </tr> <tr> <td></td> <td></td> <td>BellSouth Business Unit</td> </tr> </table> <p><u>Where:</u></p> <table border="1"> <tr> <td>Criteria 1</td> <td></td> </tr> <tr> <td>Criteria 2</td> <td></td> </tr> <tr> <td>Operator and</td> <td></td> </tr> </table> <p>Search Cancel</p>		Item1	Patents	Trademark Application #	Item2	Trademarks	Trademark Docket #	Item3	Trade Secrets	Trade Secret Name	Item4	Copyrights	Copyright Name	Item5	Products	BellSouth Entity			Product Name			BellSouth Business Unit			Contacts			Opportunity Name			Agreement Name			Agreement Type			BellSouth Business Unit	Criteria 1		Criteria 2		Operator and	
Item1	Patents	Trademark Application #																																											
Item2	Trademarks	Trademark Docket #																																											
Item3	Trade Secrets	Trade Secret Name																																											
Item4	Copyrights	Copyright Name																																											
Item5	Products	BellSouth Entity																																											
		Product Name																																											
		BellSouth Business Unit																																											
		Contacts																																											
		Opportunity Name																																											
		Agreement Name																																											
		Agreement Type																																											
		BellSouth Business Unit																																											
Criteria 1																																													
Criteria 2																																													
Operator and																																													

FIG. 155

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP   Product   Marketing Contracts/Agreements Searching/Reporting Contracts  
Inventory   Inventory

<u>Reporting Module</u>	<u>Cross Module Searching</u>				
<b>Contract Reports</b>	<b>Marketing</b>				
<u>Upcoming Termination Report</u>	<table border="1"> <tr><td><u>Name</u></td><td><u>Customer</u></td></tr> <tr><td><u>Data</u></td><td><u>Data</u></td></tr> </table>	<u>Name</u>	<u>Customer</u>	<u>Data</u>	<u>Data</u>
<u>Name</u>	<u>Customer</u>				
<u>Data</u>	<u>Data</u>				
<u>Royalty/Reporting Requirements By Date</u>					
<u>Contracts By BellSouth Entity Report</u>	<b>Contracts</b>				
<u>Financial Report By Period</u>	<table border="1"> <tr><td><u>Name</u></td><td><u>Parties</u></td></tr> <tr><td><u>Data</u></td><td><u>Data</u></td></tr> </table>	<u>Name</u>	<u>Parties</u>	<u>Data</u>	<u>Data</u>
<u>Name</u>	<u>Parties</u>				
<u>Data</u>	<u>Data</u>				
<u>Financial Report By BellSouth Entity</u>					
<u>Action Report</u>					
<u>Party Report</u>					
<b>Standard Project Reports</b>					
<u>Top Deals</u>					

FIG. 156

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP   Product   Marketing Contracts/Agreements   Searching/Reporting Contacts  
Inventory   Inventory

View/Edit Contact

View/Edit  
Contacts

Search for Contact

Add Contact

FIG. 157

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP   Product   Marketing Contracts/Agreements   Searching/Reporting   Contacts  
Inventory   Inventory


Search for Contacts			
<u>Create Contacts</u>	Company Name <input type="text"/>		
<u>View/Edit Contacts</u>	BellSouth Sub-entity <input type="text"/>		
	Type	<input type="text" value="N/A"/>	
<u>Events</u>			
	Date	<input type="text"/>	Comments <input type="text"/>
		<input type="text"/>	Attached Files <input type="text"/>
<input type="button" value="Add Event"/>		<input type="button" value="Remove Event"/>	
<u>Contacts</u>			

FIG. 158

<u>Contacts</u>			
<u>Name</u>	<u>Title</u>	<u>Country</u>	
<u>Address1</u>	<u>Address2</u>	<u>City</u>	
<u>State</u>	<u>Zip</u>	<u>Phone</u>	
<u>Individual Contact Events</u>			
<u>Date</u>	<u>Comments</u>	<u>Attached Files</u>	
<u>Add Event</u>		<u>Remove Event</u>	
<u>Search</u>		<u>Cancel</u>	

FIG. 159

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP   Product   Marketing Contracts/Agreements   Searching/Reporting Contacts  
Inventory   Inventory

<u>Search for Contacts</u>			
<u>Create Contacts</u>	<u>Company Name</u>	<u>BellSouth Sub-entity</u>	<u>Type</u>
<u>View/Edit Contacts</u>	<u>Data</u>	<u>Data</u>	<u>Data</u>
	<u>Name</u>	<u>Title</u>	<u>Phone</u>
	<u>Data</u>	<u>Data</u>	<u>Data</u>

FIG. 160

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)    [Product](#)    [Marketing Contracts/Agreements](#)    [Searching/Reporting Contacts](#)  
[Inventory](#)    [Inventory](#)

View/Edit Individual Contact			
<a href="#">Create Contacts</a>	<a href="#">Name</a>	<a href="#">Title</a>	<a href="#">Country</a>
<a href="#">View/Edit Contacts</a>	<a href="#">Address1</a>	<a href="#">Address2</a>	<a href="#">City</a>
	<a href="#">Ave.</a>	<a href="#">State</a>	<a href="#">Zip</a>
	<a href="#">NJ</a>	<a href="#">07000</a>	<a href="#">Phone</a>
			<a href="#">201-596-8000</a>
<a href="#">Individual Contact Events</a>			
<a href="#">Date</a>	<a href="#">Comments</a>	<a href="#">Attached Files</a>	
<a href="#">2/20/2000</a>	<a href="#">Meeting with Tom</a>	<a href="#">presentation.doc</a>	
<a href="#">Edit</a>			

FIG. 161

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP      Product      Marketing Contracts/Agreements      Searching/Reporting Contacts  
Inventory      Inventory

## Add/Edit Individual Contact

Create Contacts

View/Edit  
Contacts

<u>Name</u>	<input type="text"/>	<u>Title</u>	<input type="text"/>	<u>Country</u>	<input type="text"/>
<u>Address1</u>	<input type="text"/>	<u>Address2</u>	<input type="text"/>	<u>City</u>	<input type="text"/>
<u>State</u>	<input type="text"/>	<u>Zip</u>	<input type="text"/>	<u>Phone</u>	<input type="text"/>

## Individual Contact Events

<u>Date</u>	<input type="text"/>	<u>Comments</u>	<input type="text"/>	<u>Attached Files</u>	<input type="text"/>
-------------	----------------------	-----------------	----------------------	-----------------------	----------------------

FIG. 162

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

[IP](#)   [Product](#)   [Marketing Contracts/Agreements](#)   [Searching/Reporting Contacts](#)  
[Inventory](#)   [Inventory](#)

<u><a href="#">View Contact</a></u>							
Company Name Company Name							
BellSouth Sub-entity Entity							
Type IP Group							
<u><a href="#">Events</a></u>							
<u><a href="#">Create Contacts</a></u>	<table border="1"> <tr> <td>Date</td> <td>Comments</td> <td>Attached Files</td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> </table>	Date	Comments	Attached Files			
Date	Comments	Attached Files					
<u><a href="#">View/Edit Contacts</a></u>	<u><a href="#">Contacts</a></u> Name Title Address1 Address2 City State Country Zip Phone Comments						
<input type="button" value="Edit"/>							

FIG. 163

# INTELLECTUAL PROPERTY MANAGEMENT SYSTEM

IP   Product   Marketing Contracts/Agreements Searching/Reporting Contacts  
Inventory   Inventory

<a href="#">Create Contacts</a> <a href="#">View/Edit Contacts</a>	<a href="#">Add/Edit Contact</a>							
	<div>Company Name <input type="text"/></div> <div>BellSouth Sub-entity <input type="text"/></div> <div>Type <input type="text"/> IP Group <input type="checkbox"/></div> <div><a href="#">Events</a></div> <table border="1"><thead><tr><th><a href="#">Date</a></th><th><a href="#">Comments</a></th><th><a href="#">Attached Files</a></th></tr></thead><tbody><tr><td> </td><td> </td><td> </td></tr></tbody></table> <div><input type="button" value="Add Event"/> <input type="button" value="Remove Event"/></div>			<a href="#">Date</a>	<a href="#">Comments</a>	<a href="#">Attached Files</a>		
<a href="#">Date</a>	<a href="#">Comments</a>	<a href="#">Attached Files</a>						
<a href="#">Contacts</a>								

FIG. 164

Contacts

Name Title Address1 Address2 City State Country Zip Phone Comments

Add Contact

Remove Contact

Submit

Cancel

FIG. 165

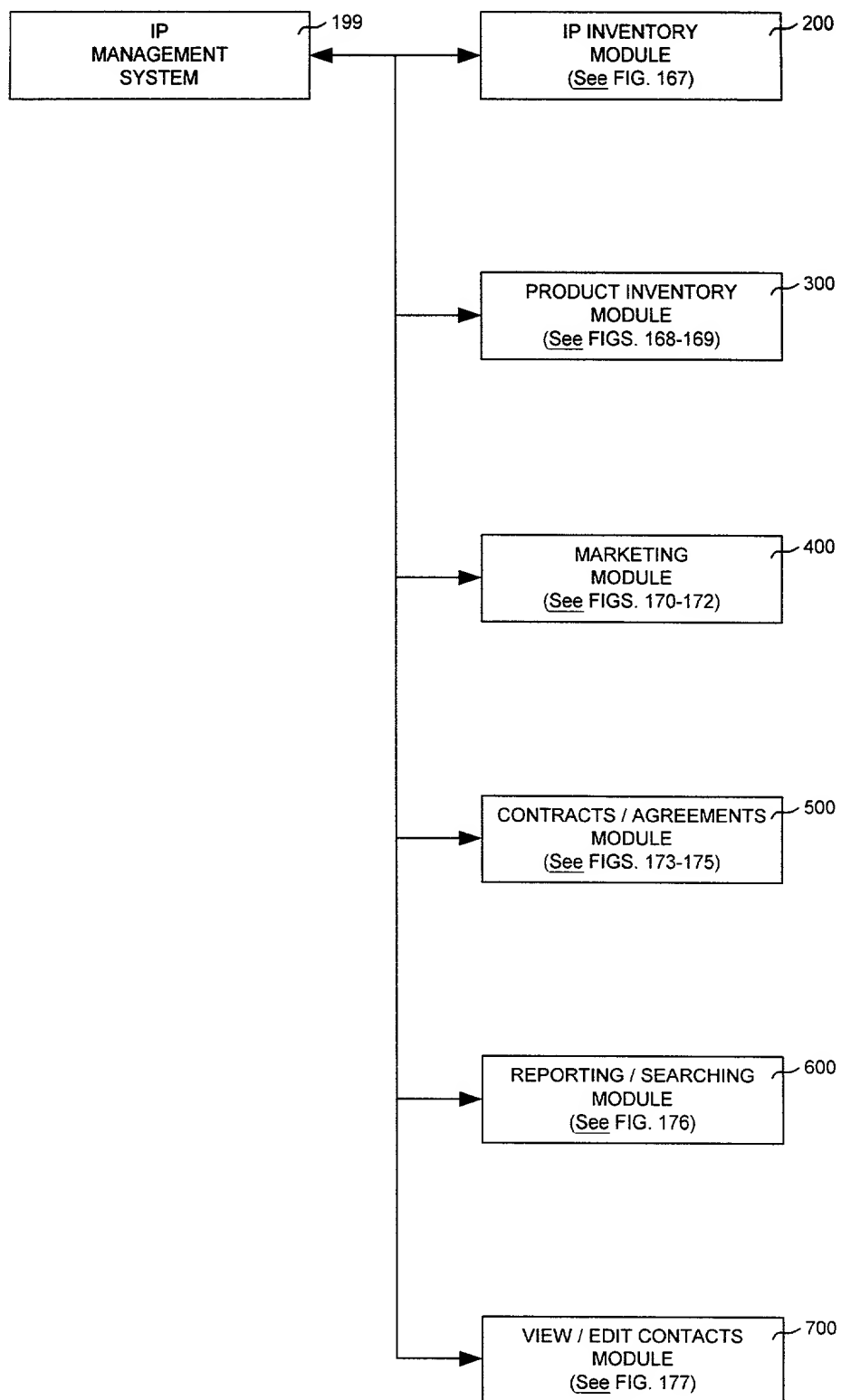


FIG. 166

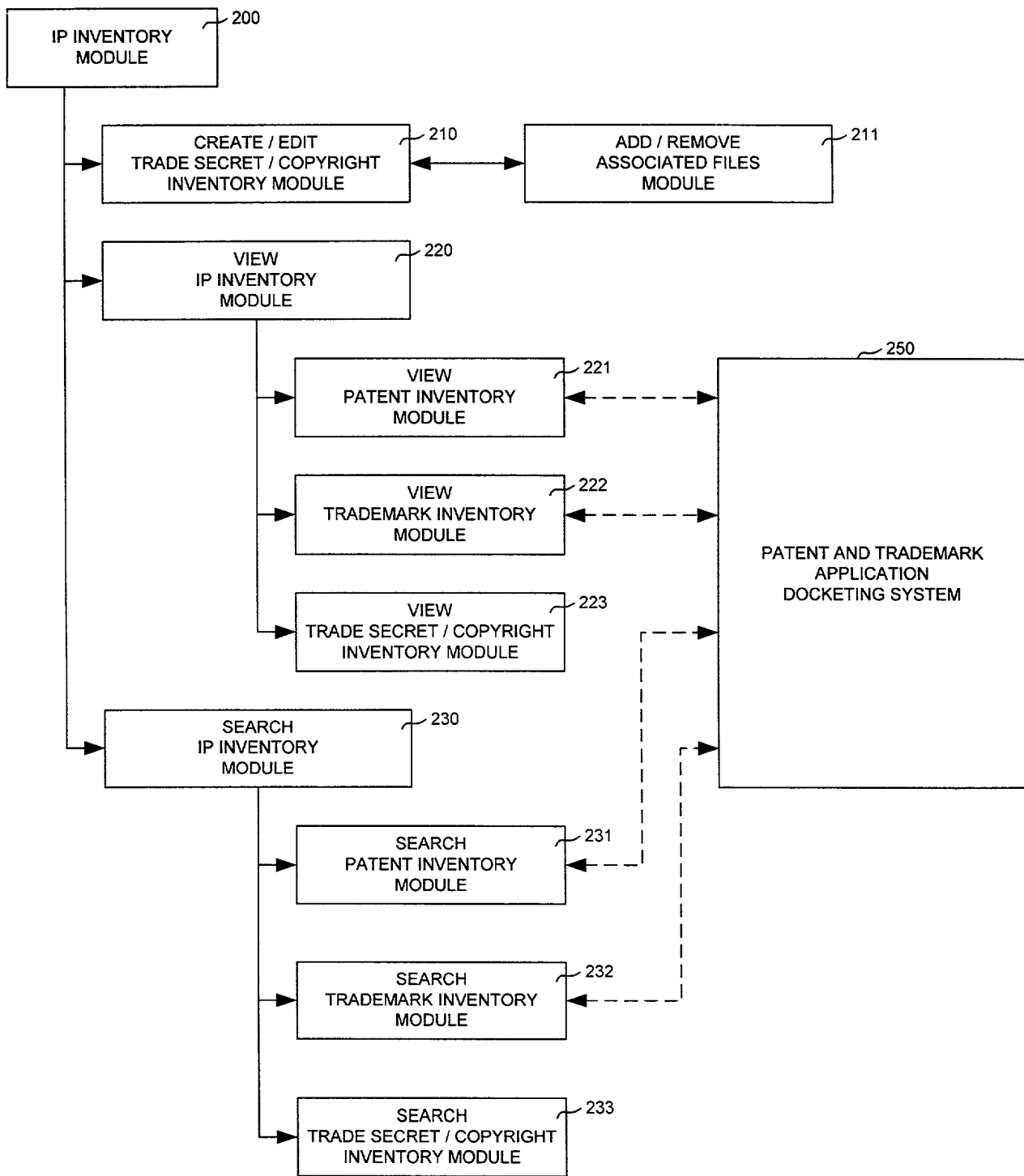


FIG. 167

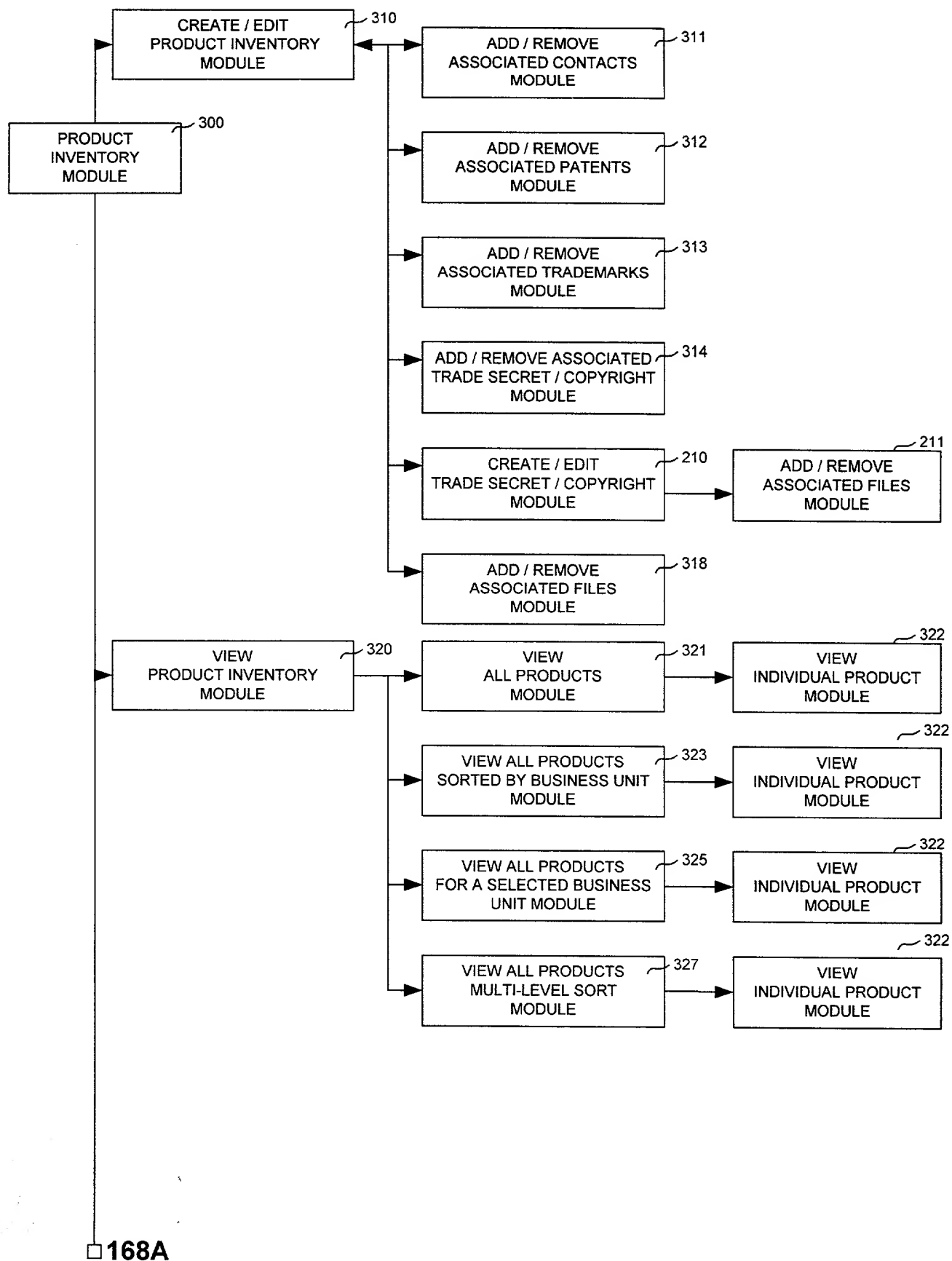


FIG. 168

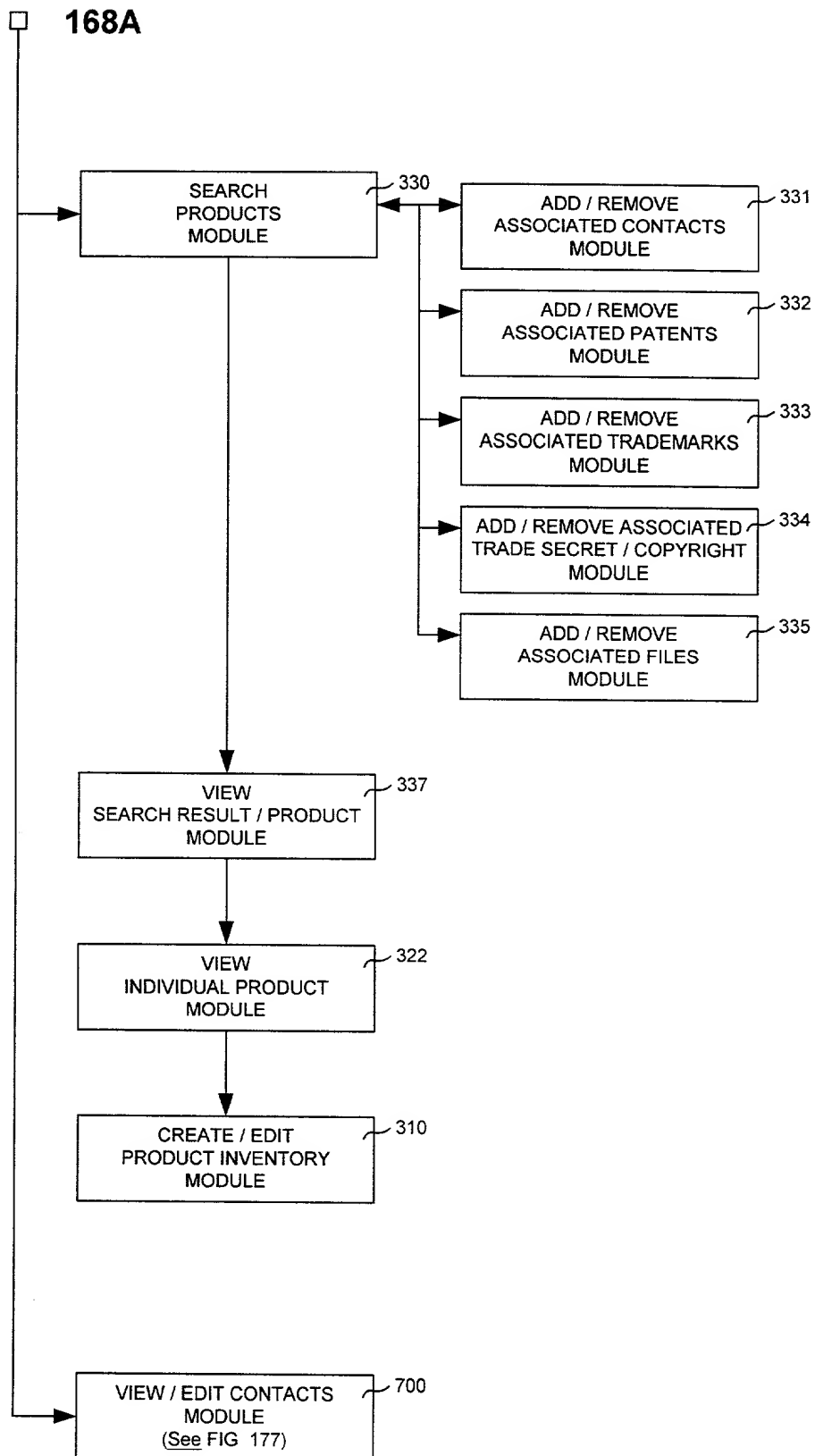


FIG. 169

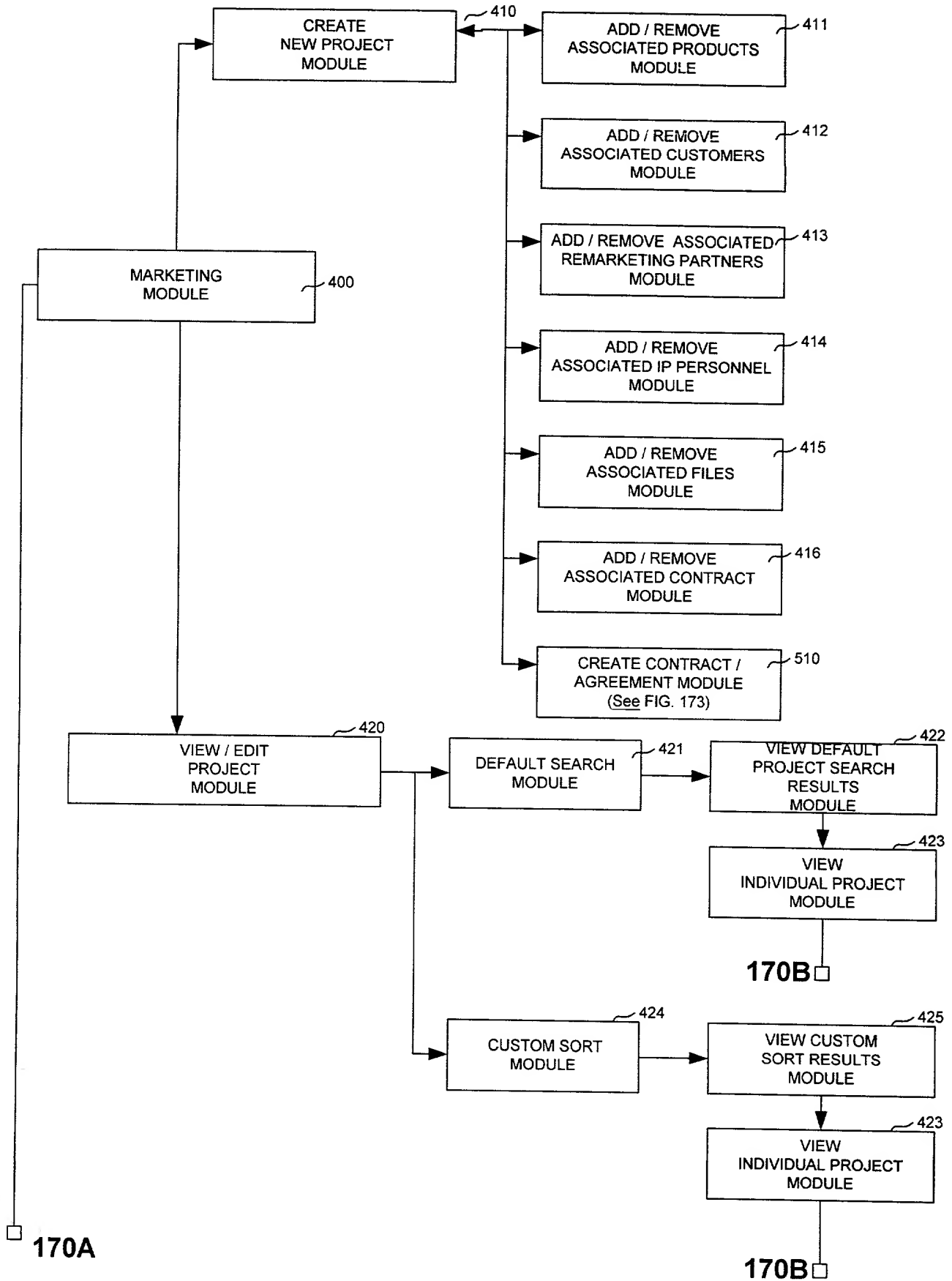


FIG. 170

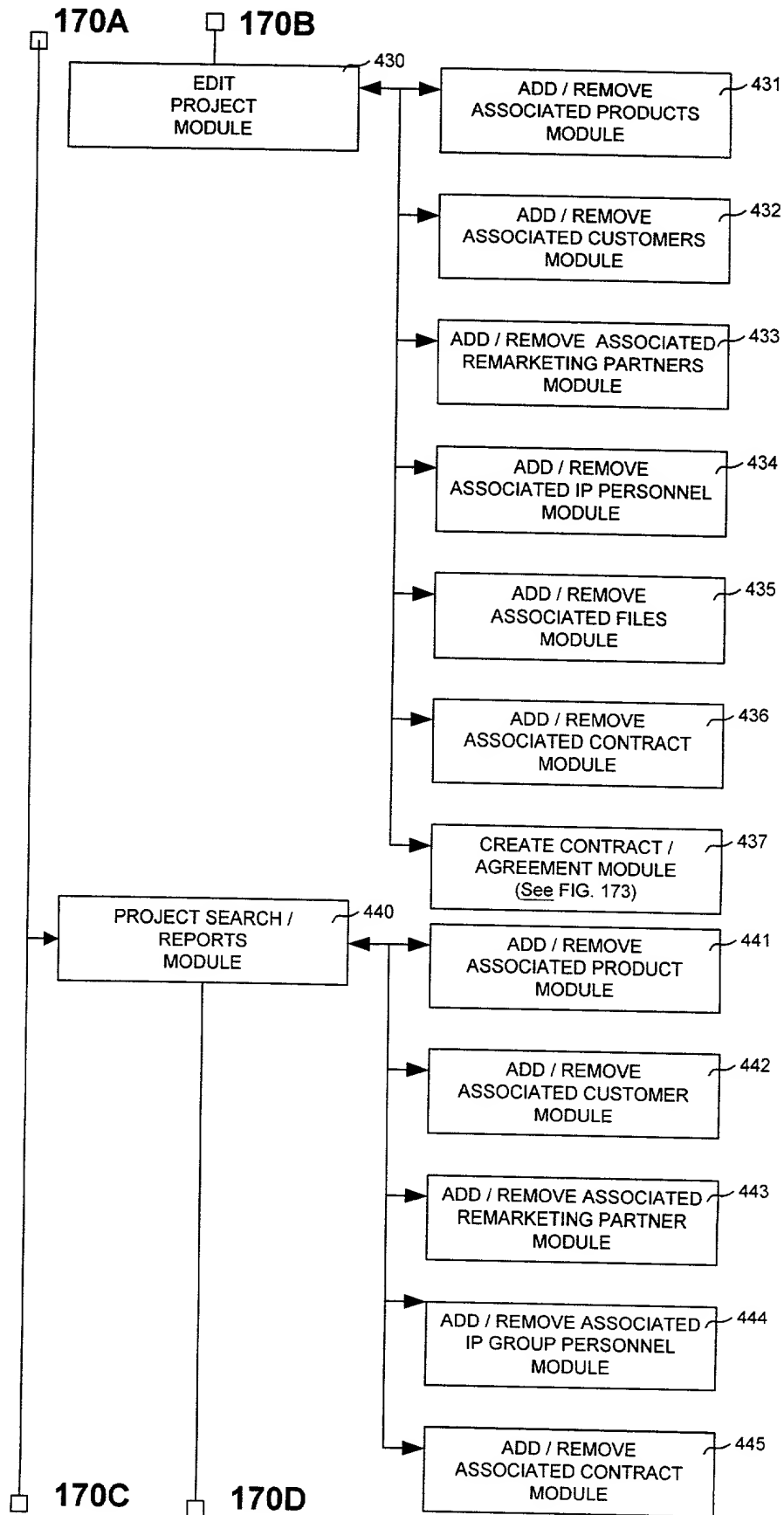


FIG. 171

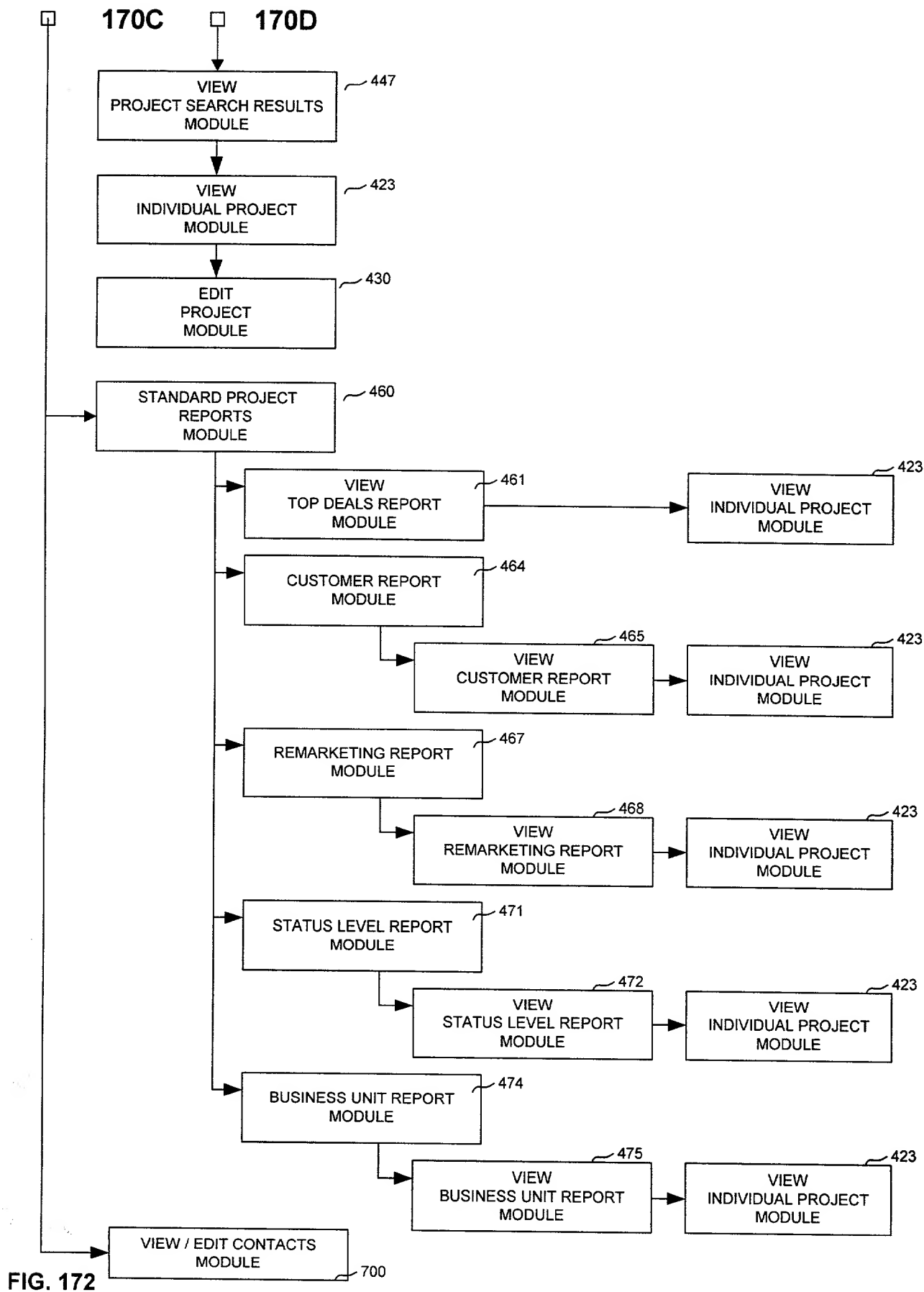


FIG. 172

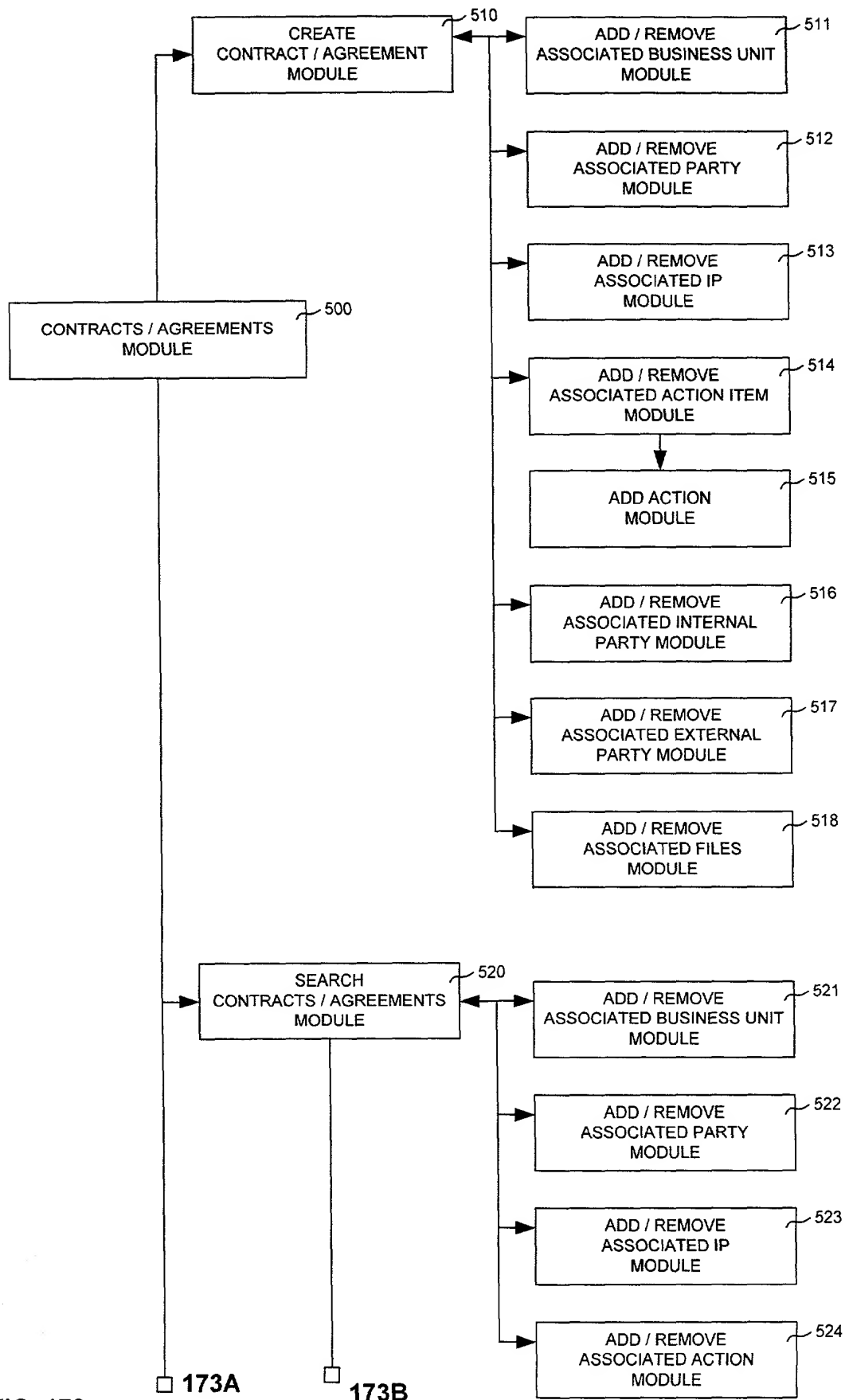


FIG. 173

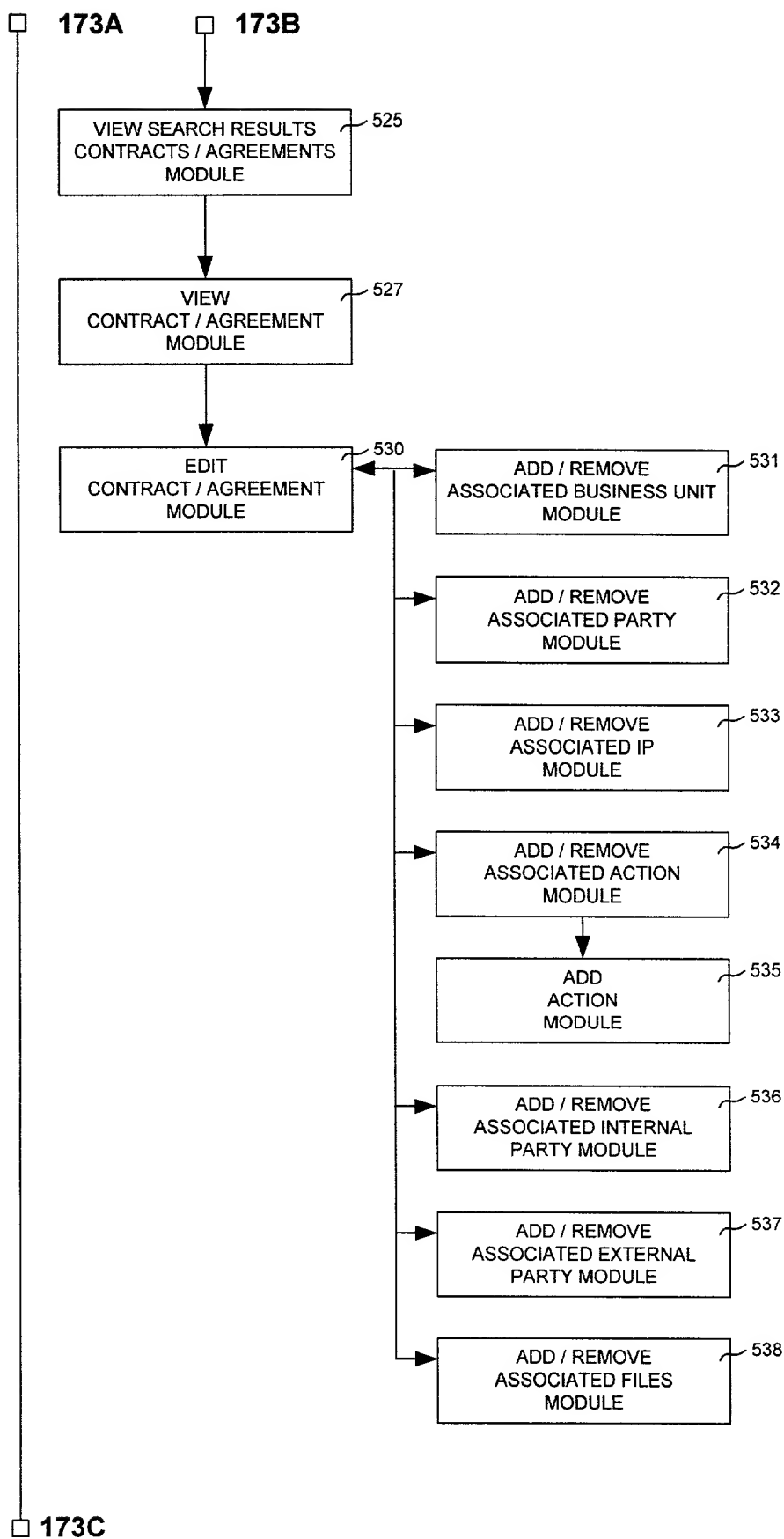


FIG. 174

173C

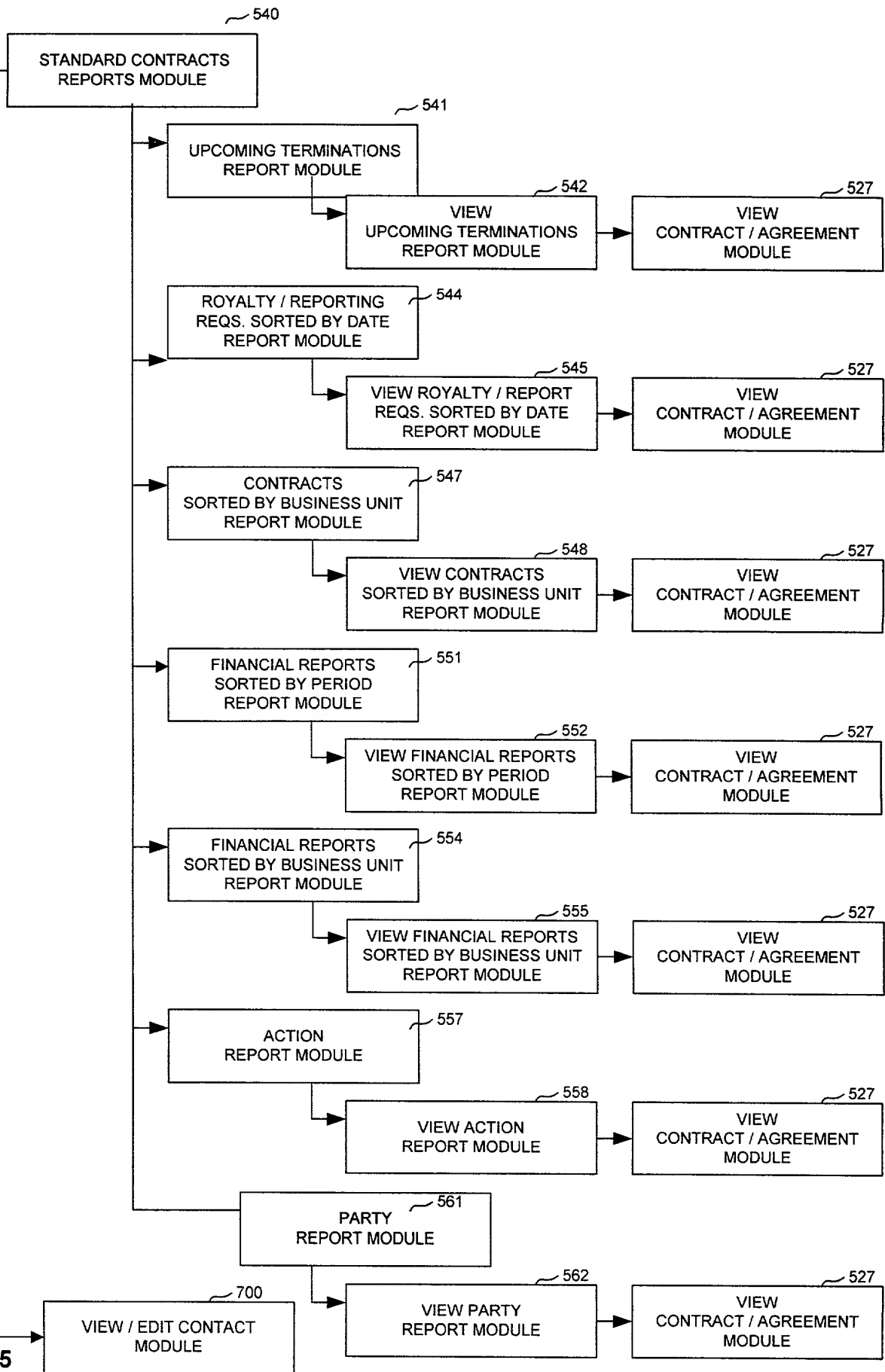


FIG. 175

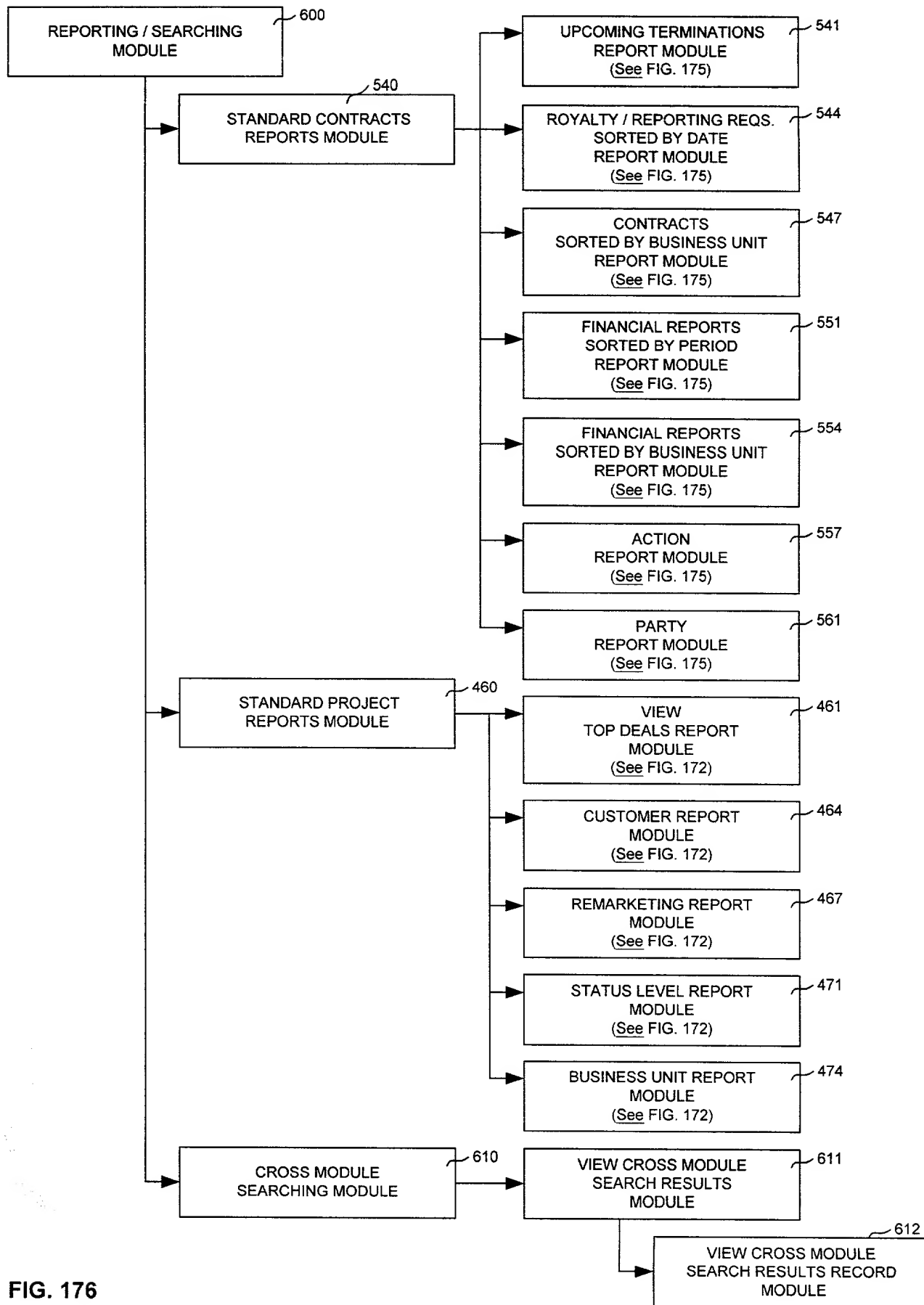


FIG. 176

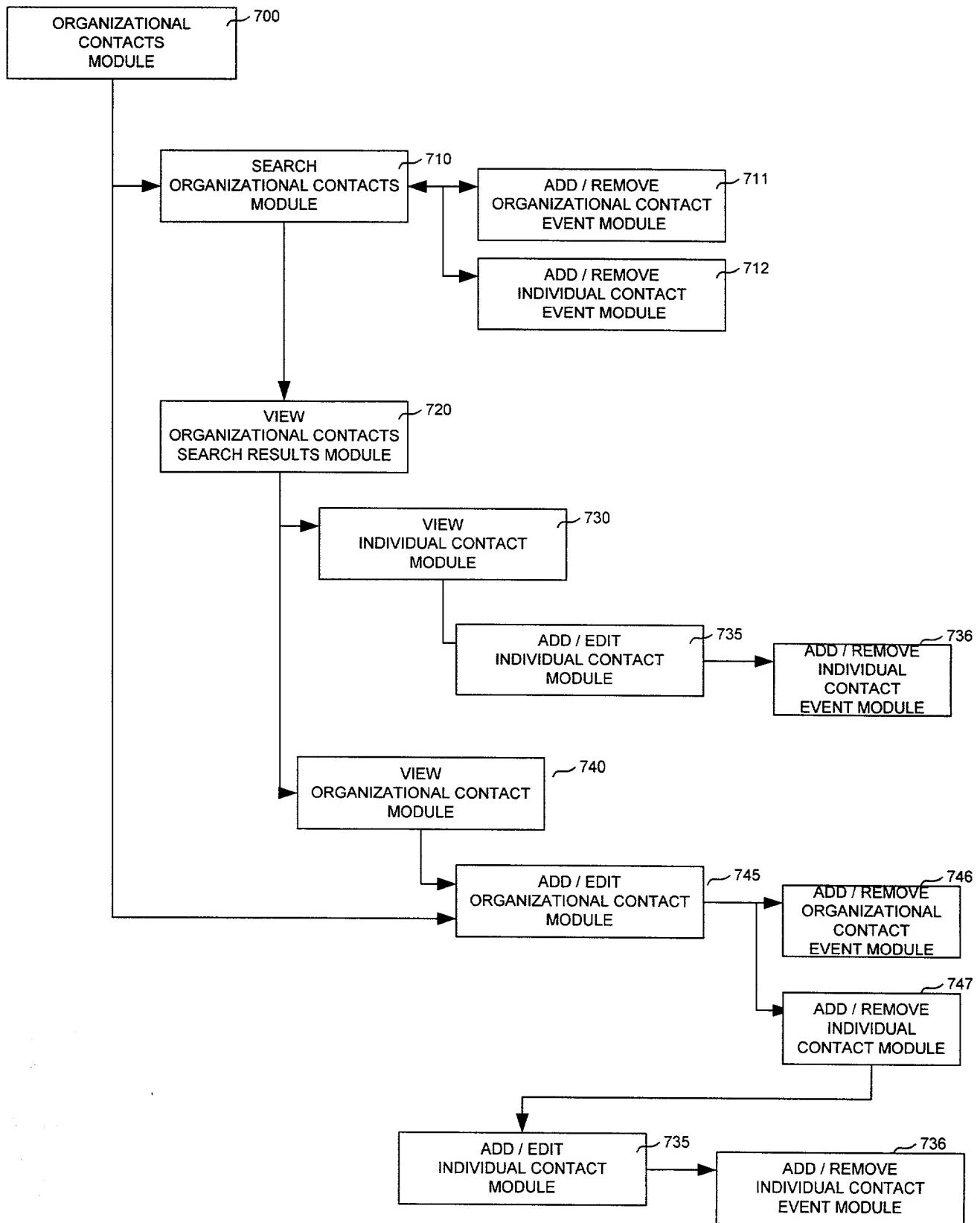


FIG. 177

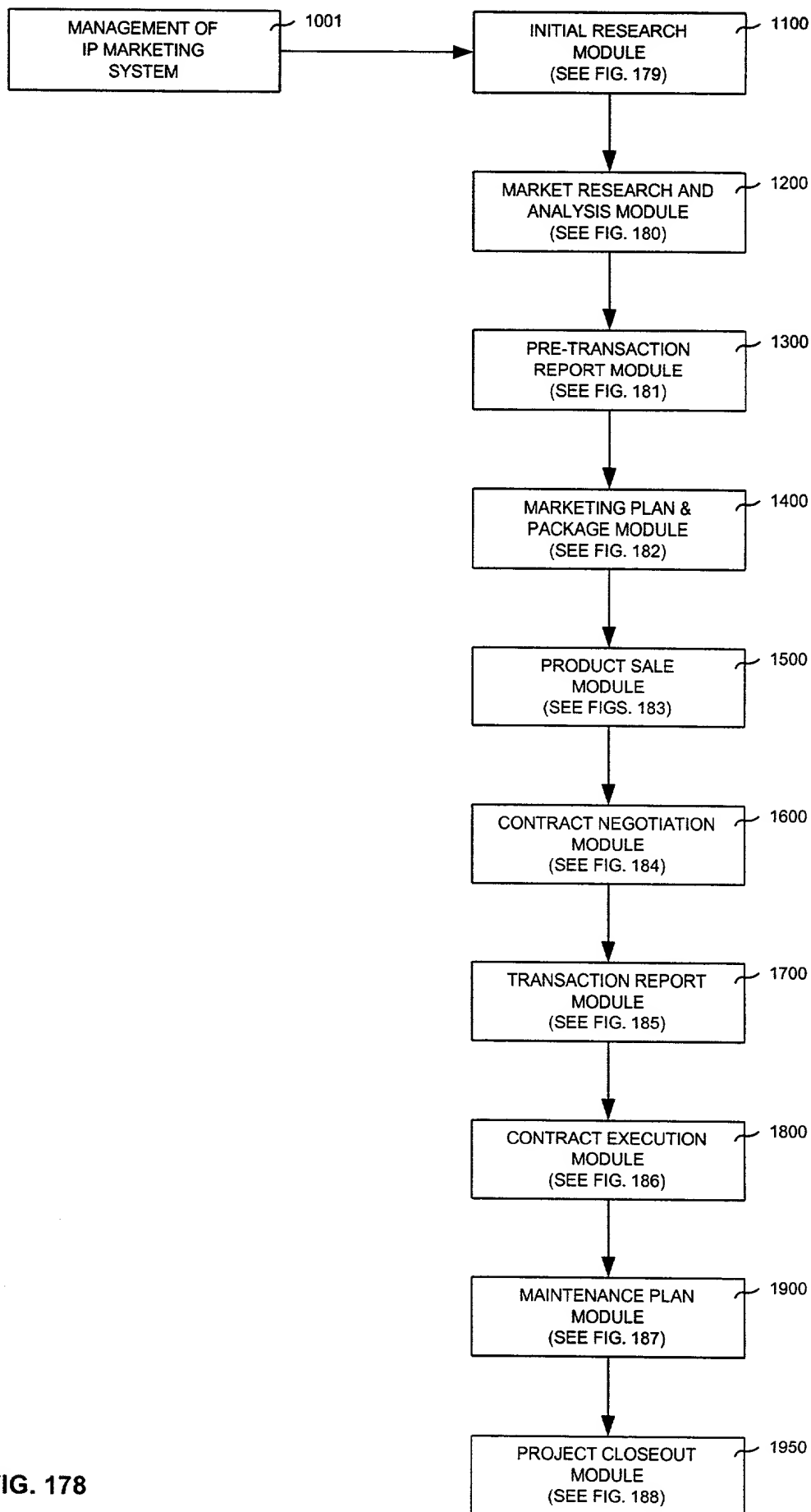


FIG. 178

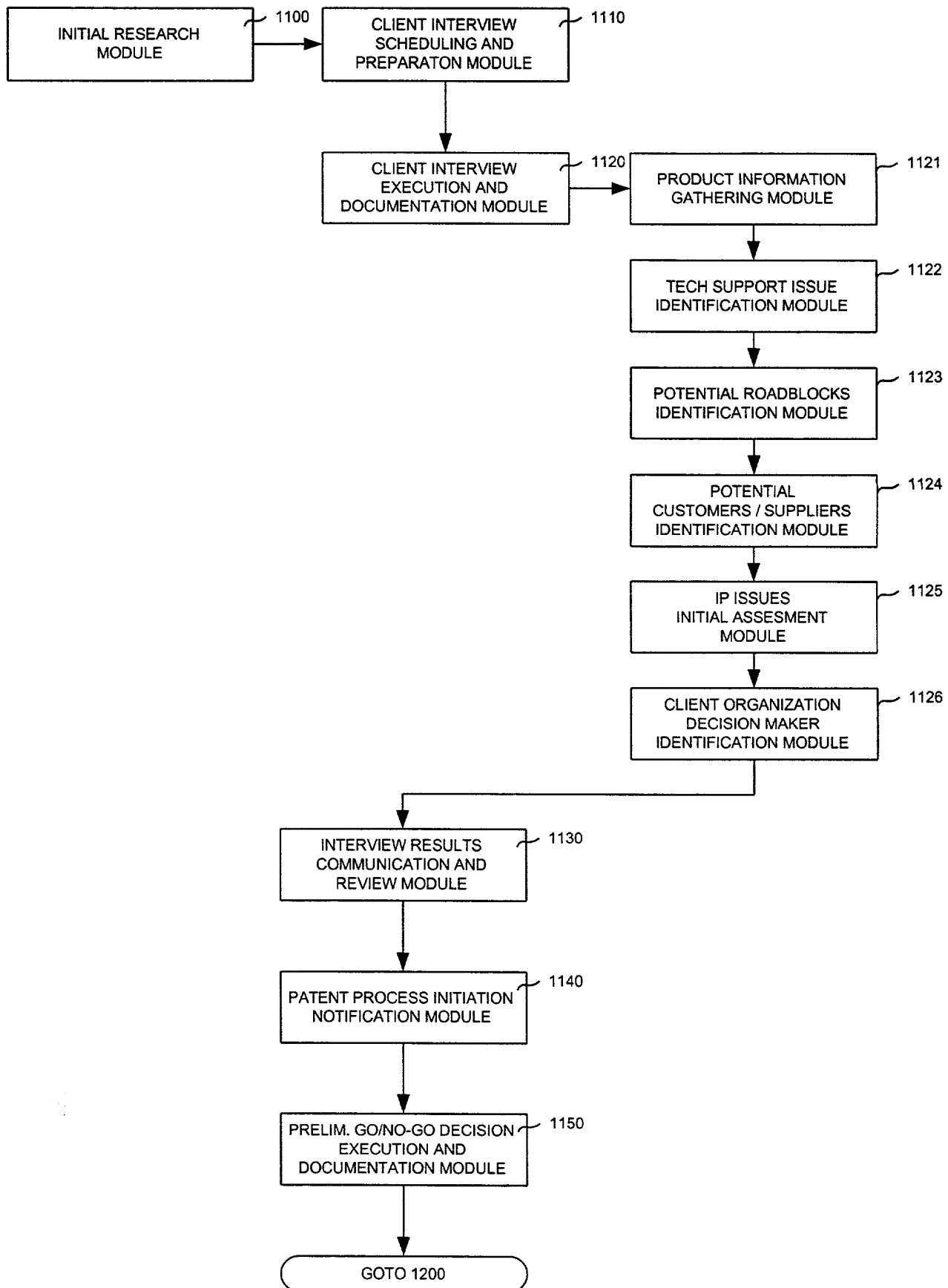


FIG. 179

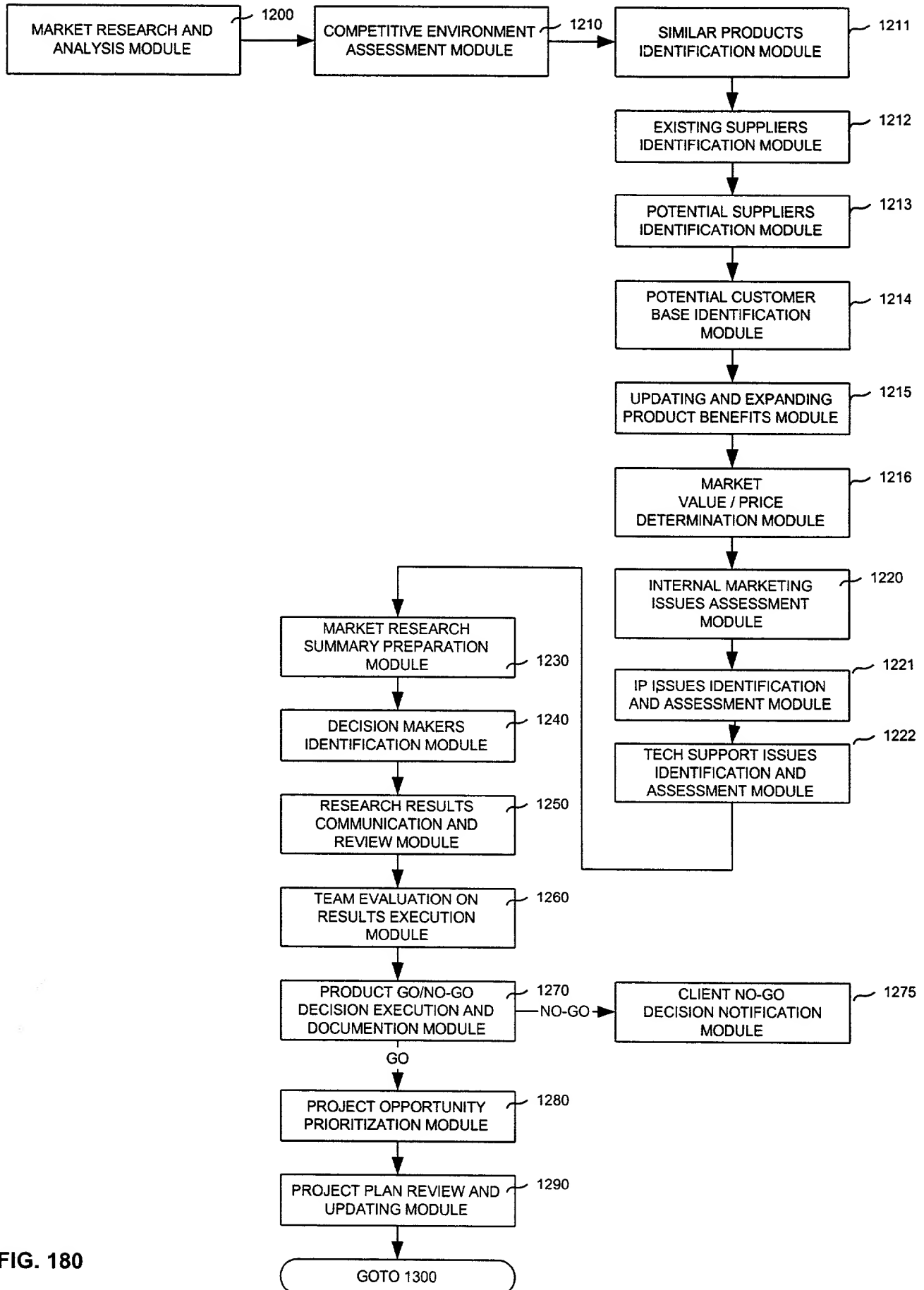


FIG. 180

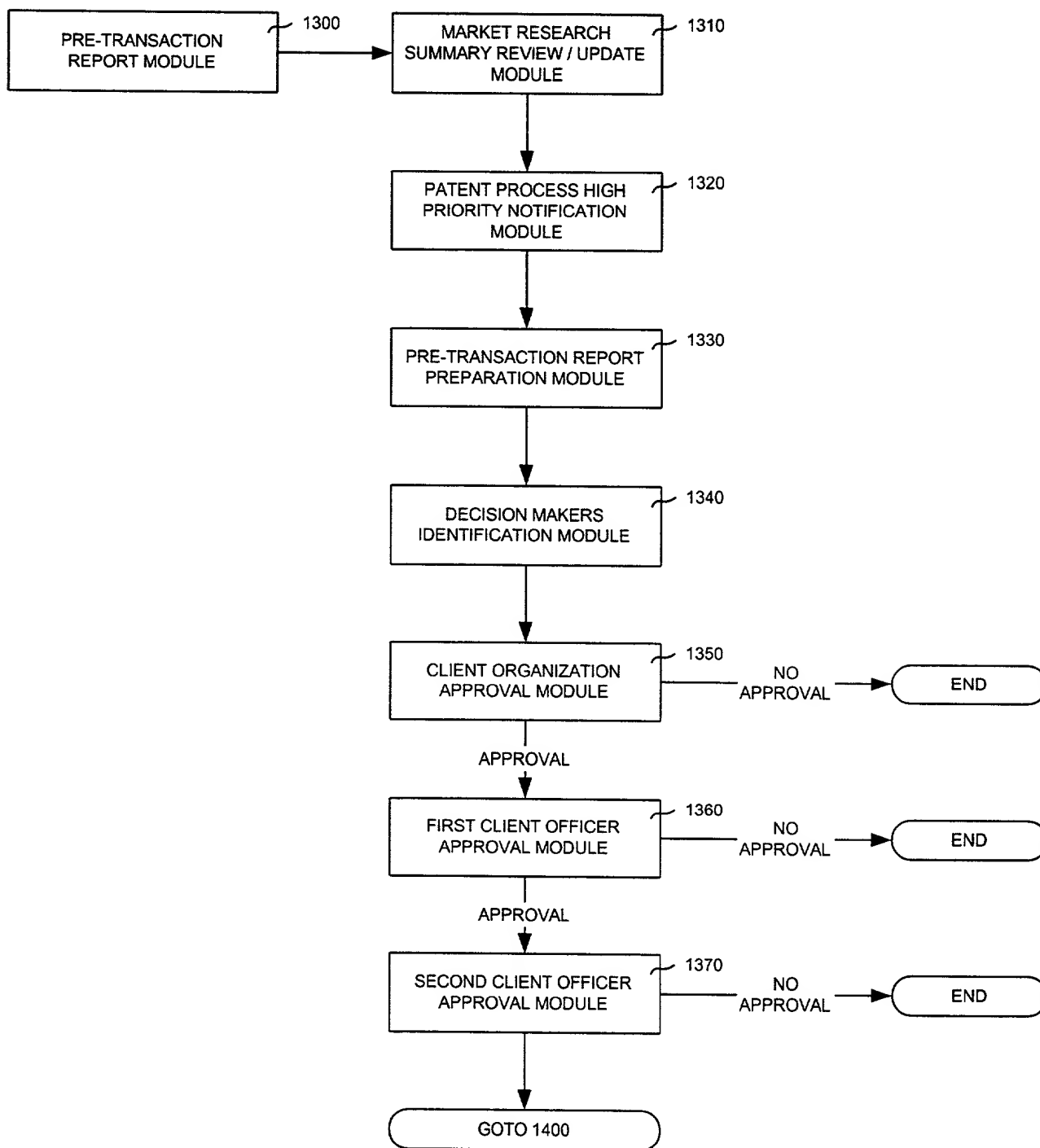


FIG. 181

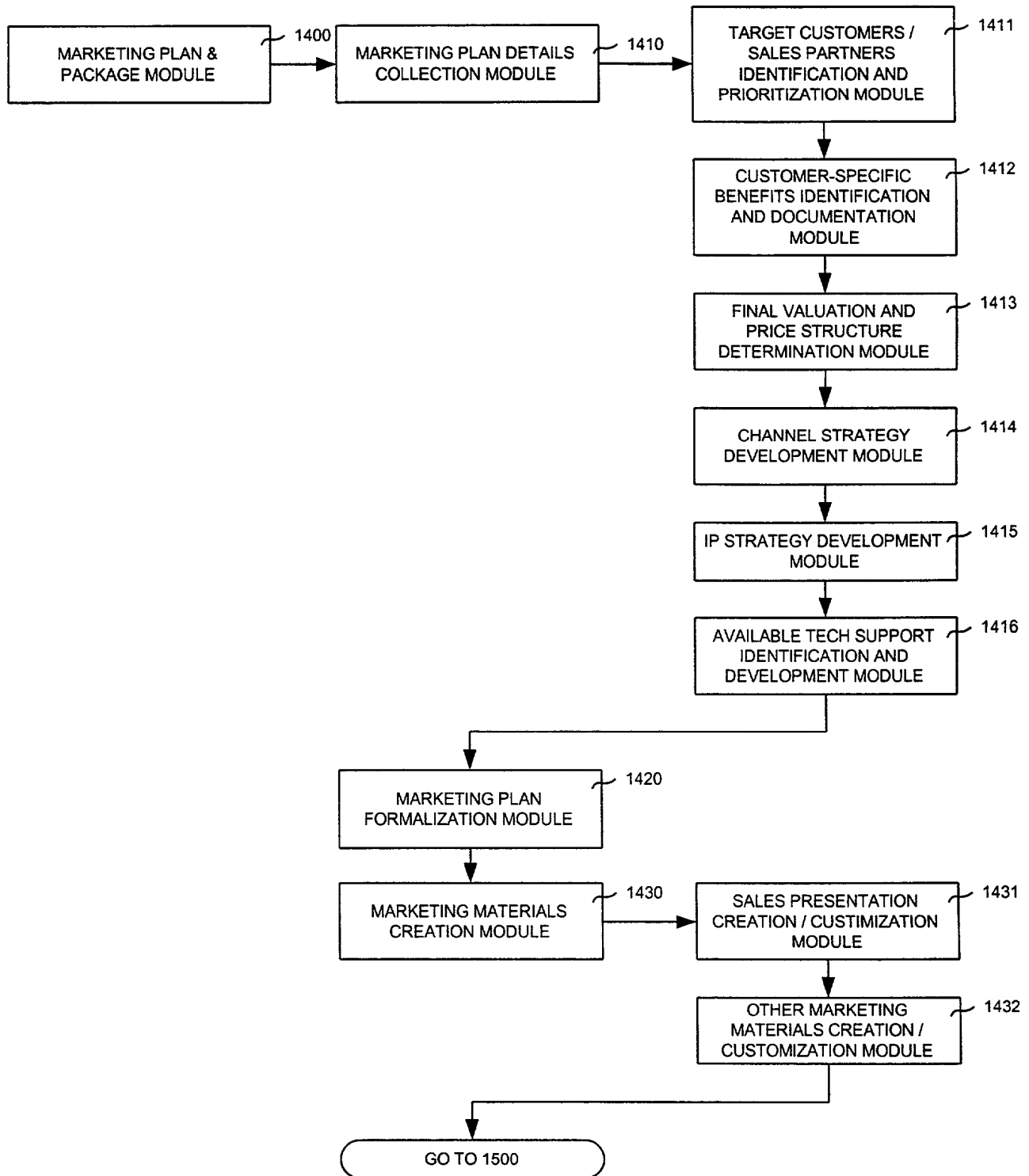


FIG. 182

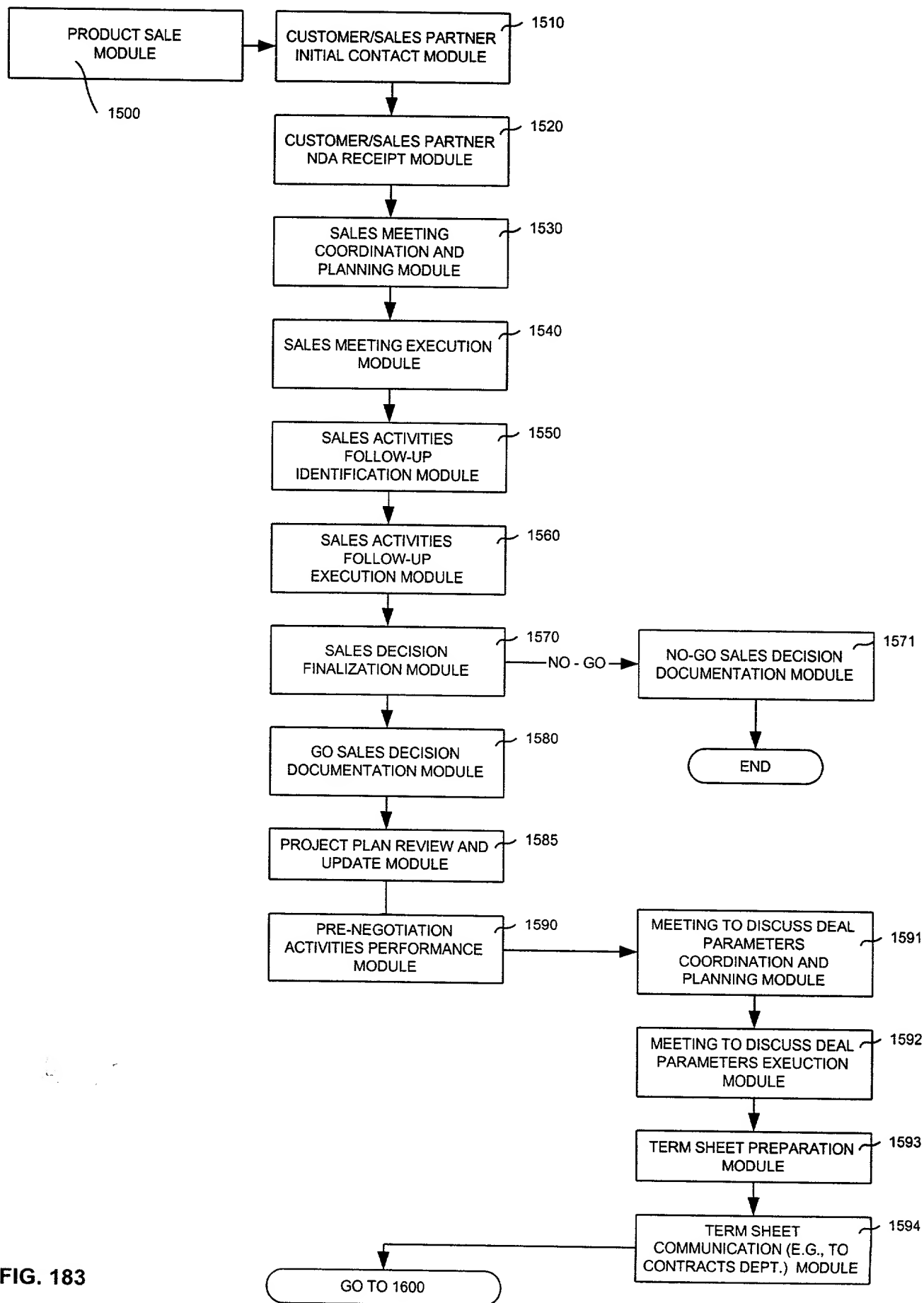
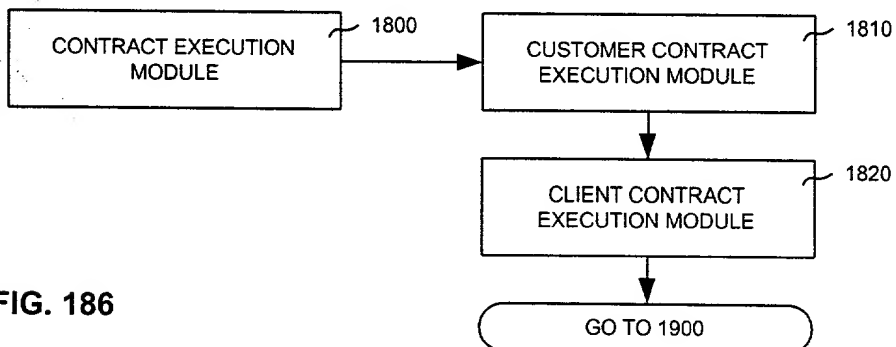
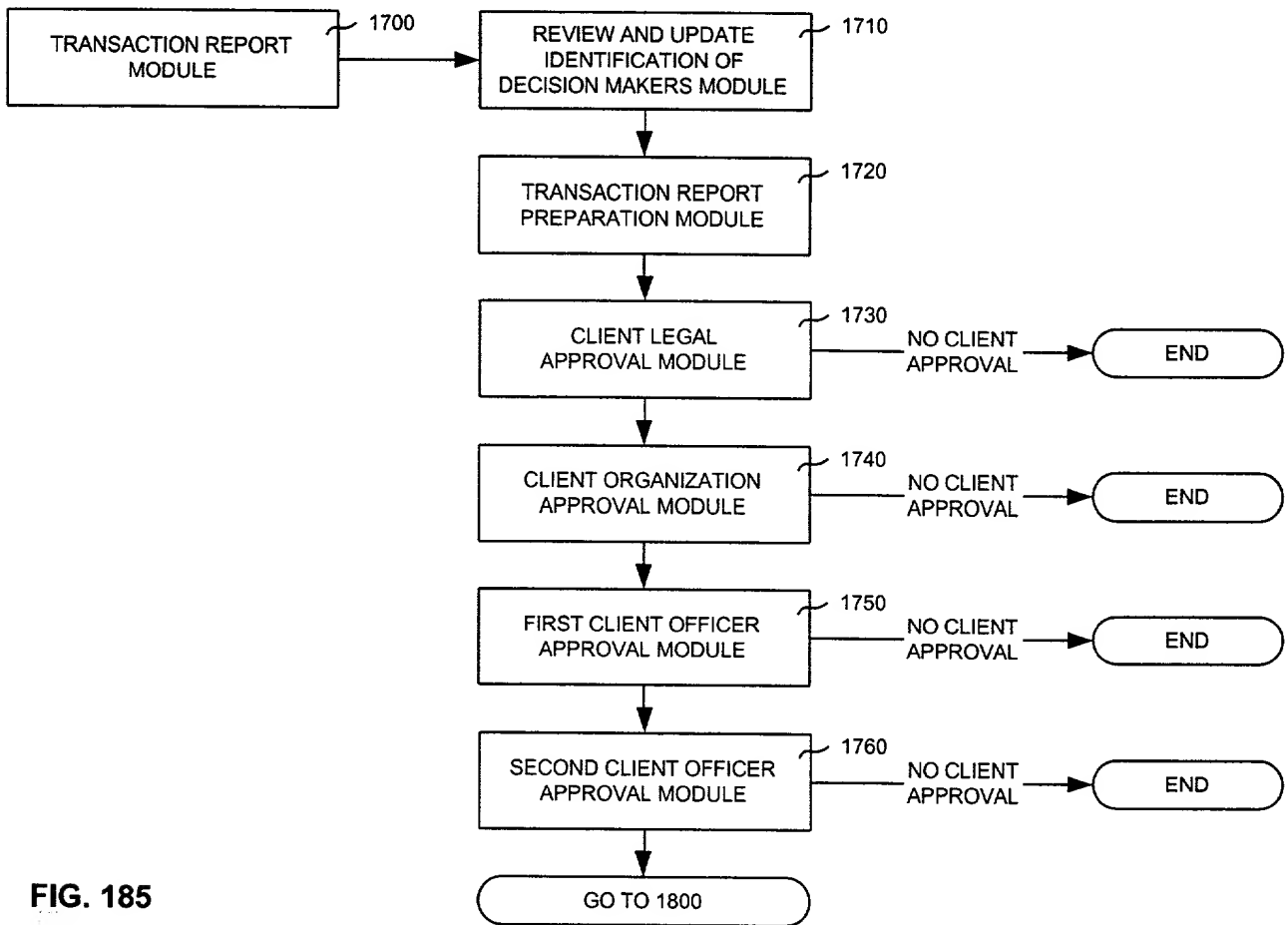
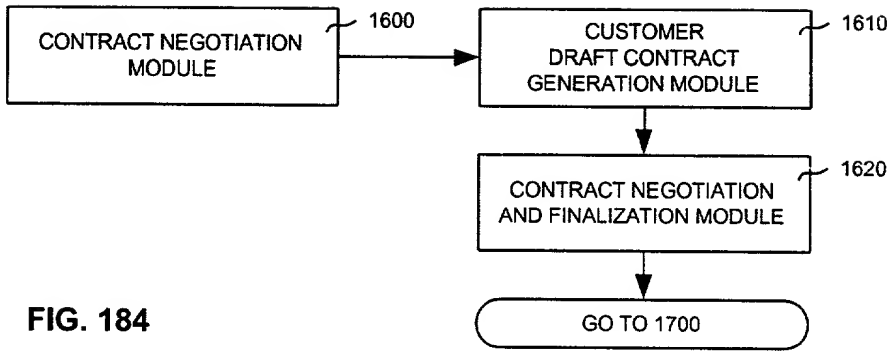
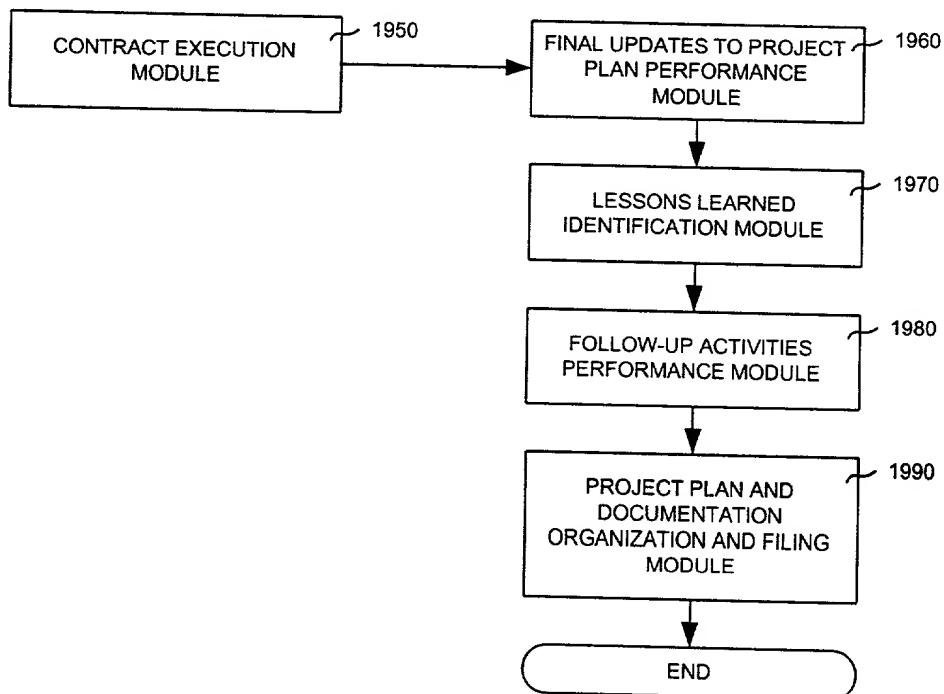
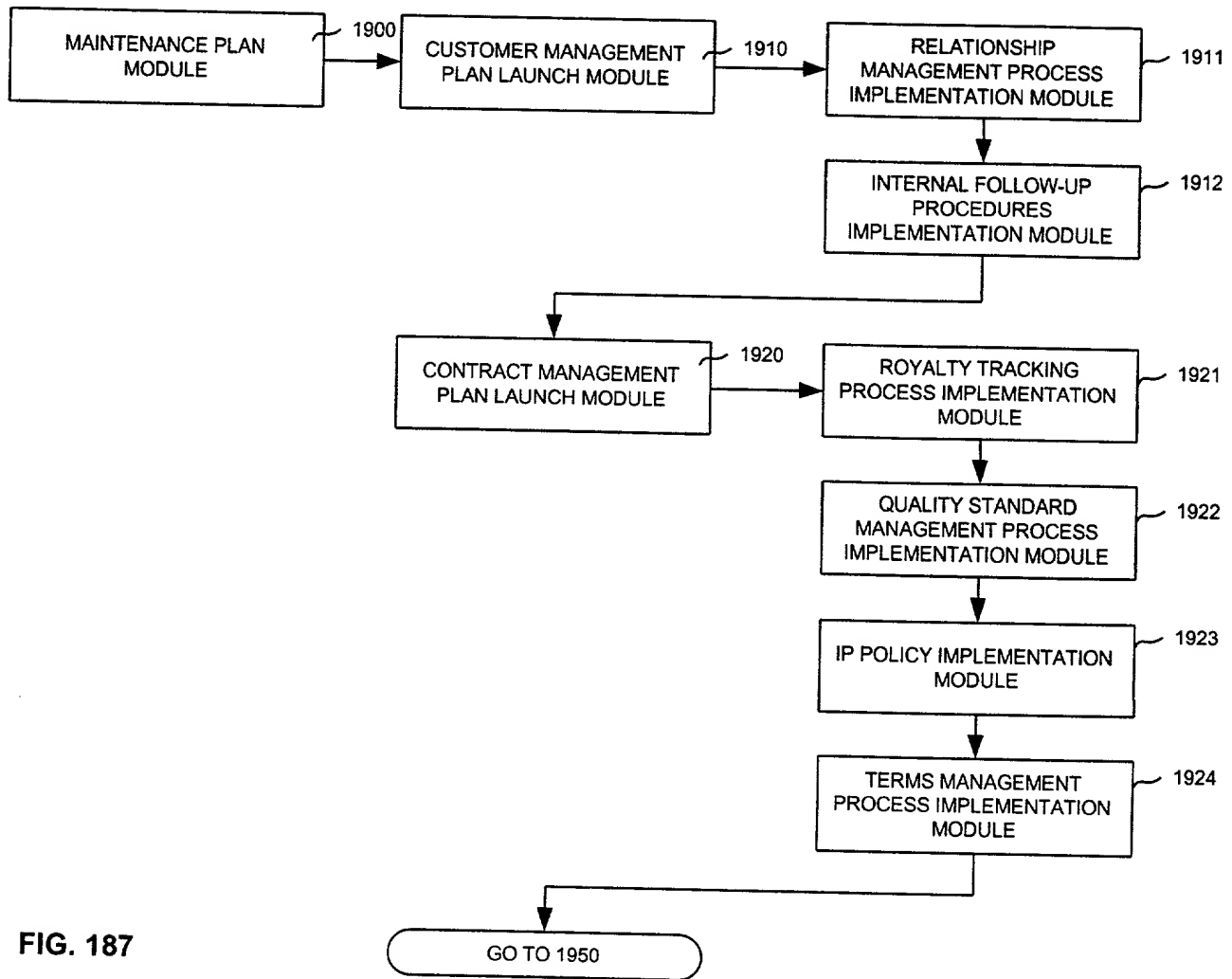


FIG. 183





Project Template Project Plan											
ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources	
1	1	Conduct initial research	5 days	Mon 1/3/00	Fri 1/7/00			0%	No	Product Mgr	
13	2	Conduct market research and analysis	10 days	Mon 1/10/00	Fri 1/21/00			0%	No	Mktg Analyst	
31	3	Complete and approve pre-transaction report (PTR)	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Product Mgr	
39	4	Develop marketing plan & package	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Mktg/Sales Rep	
51	5	Sell product	50 days	Mon 2/14/00	Fri 4/21/00			0%	No	Mktg/Sales Rep	
68	6	Negotiate contract	50 days	Mon 4/24/00	Fri 6/30/00			0%	No	Contract Mgr	
69	7	Complete & approve transaction report (TR)	15 days	Mon 7/3/00	Fri 7/21/00			0%	No	Contract Mgr	
76	8	Execute contract	10 days	Mon 7/24/00	Fri 8/4/00			0%	No	Contract Mgr	
79	9	Set up maintenance plan	5 days	Mon 8/7/00	Fri 8/11/00		89	0%	No	Mktg/Sales Rep	
88	10	Close out project	5 days	Mon 8/14/00	Fri 8/18/00			0%	Yes	Project Lead	

FIG. 189

Project Template Project Plan	
51	Sell product
	At this point, duplicate project plan for each target customer for the specified product.
88	Close out project
	Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan.
FIG. 190	
Project Template, Draft - Mon 3/27/00	
Page 2 of 2	

Project Template Project Plan											
ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Deliv	Resources	
1	1	Conduct initial research	5 days	Mon 1/3/00	Fri 1/7/00			0%	No	Product Mgr	
2	1.1	Schedule & prepare for client interview	1 day	Mon 1/3/00	Mon 1/3/00		3	0%	No	Product Mgr	
3	1.2	Conduct & document client interview	1 day	Tue 1/4/00	Tue 1/4/00	2	10,11	0%	No	Product Mgr	
4	1.2.1	Gather product information	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
5	1.2.2	ID tech support issues	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
6	1.2.3	ID potential roadblocks	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
7	1.2.4	ID potential customers/suppliers	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
8	1.2.5	Perform initial assessment of IP issues	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
9	1.2.6	ID client organization decision makers	1 day	Tue 1/4/00	Tue 1/4/00			0%	No	Product Mgr	
10	1.3	Communicate and review interview results	2 days	Wed 1/5/00	Thu 1/8/00	3	12	0%	No	Product Mgr	
11	1.4	Notify <i>IPMAN</i> to begin patent process	1 day	Wed 1/5/00	Wed 1/5/00	3		0%	Yes	Product Mgr	
12	1.5	Make & document prelim go/no-go decision	1 day	Fri 1/7/00	Fri 1/7/00	10	25,14,21	0%	Yes	Product Mgr	
13	2	Conduct market research and analysis	10 days	Mon 1/10/00	Fri 1/21/00			0%	No	Mktg Analyst	
14	2.1	Assess competitive environment	4 days	Mon 1/10/00	Thu 1/13/00	12	24	0%	No	Mktg Analyst	
15	2.1.1	ID similar products	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst	
16	2.1.2	ID existing suppliers	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst	
17	2.1.3	ID potential suppliers	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst	
18	2.1.4	ID potential customer base	4 days	Mon 1/10/00	Thu 1/13/00		41	0%	No	Mktg Analyst	
19	2.1.5	Update & expand product benefits	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst	
20	2.1.6	Determine market value/price	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Mktg Analyst	
21	2.2	Assess internal marketing issues	4 days	Mon 1/10/00	Thu 1/13/00	12	24	0%	No	Product Mgr	
22	2.2.1	ID & assess IP issues	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Product Mgr	
23	2.2.2	ID & assess tech support issues	4 days	Mon 1/10/00	Thu 1/13/00			0%	No	Product Mgr	

Project Template Project Plan											
ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources	
24	2.3	Prepare market research summary	1 day	Fri 1/14/00	Fri 1/14/00	14,21	26	0%	Yes	Mktg Analyst	
25	2.4	ID decision makers	1 day	Mon 1/10/00	Mon 1/10/00	12	26	0%	Yes	Product Mgr	
26	2.5	Communicate and review research results	2 days	Mon 1/17/00	Tue 1/18/00	24,25	27	0%	No	Mktg Analyst	
27	2.6	Conduct team evaluation on results	1 day	Wed 1/19/00	Wed 1/19/00	26	28	0%	No	Product Mgr	
28	2.7	Make & document product go/no go decision	1 day	Thu 1/20/00	Thu 1/20/00	27	29,30	0%	Yes	Product Mgr	
29	2.8	Prioritize project opportunity or notify client of no go decision	1 day	Fri 1/21/00	Fri 1/21/00	28	41,34,35,32,33,41	0%	Yes	Product Mgr	
30	2.9	Review & update project plan	1 day	Fri 1/21/00	Fri 1/21/00	28		0%	Yes	Product Mgr	
31	3	Complete and approve pre-transaction report (PTR)	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Product Mgr	
32	3.1	Review/update market research summary	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	Yes	Mktg Analyst	
33	3.2	Notify <i>ARMAN</i> of potential sale/move patent process into high priority	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	No	Product Mgr	
34	3.3	Prepare PTR	5 days	Mon 1/24/00	Fri 1/28/00	29	36	0%	Yes	Product Mgr	
35	3.4	ID decision makers	1 day	Mon 1/24/00	Mon 1/24/00	29		0%	Yes	Product Mgr	
36	3.5	Gain client organization approval	4 days	Mon 1/31/00	Thu 2/3/00	34	37	0%	Yes	Product Mgr	
37	3.6	Gain VP Corporate Development approval	3 days	Fri 2/4/00	Tue 2/8/00	36	38	0%	Yes	Product Mgr	
38	3.7	Gain VP CIO approval	3 days	Wed 2/9/00	Fri 2/11/00	37	52	0%	Yes	Product Mgr	
39	4	Develop marketing plan & package	15 days	Mon 1/24/00	Fri 2/11/00			0%	No	Mktg/Sales Rep	
40	4.1	Gather marketing plan details	5 days	Mon 1/24/00	Fri 1/28/00	29	47	0%	No	Mktg/Sales Rep	
41	4.1.1	ID & prioritize target customer(s)/sales partners	5 days	Mon 1/24/00	Fri 1/28/00	18,29		0%	Yes	Mktg/Sales Rep	
42	4.1.2	ID & document customer-specific benefits	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg/Sales Rep	
43	4.1.3	Determine final valuation & price structure	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg Analyst	
44	4.1.4	Develop channel strategy	5 days	Mon 1/24/00	Fri 1/28/00			0%	Yes	Mktg/Sales Rep	
45	4.1.5	Develop IP strategy	5 days	Mon 1/24/00	Fri 1/28/00			0%	No	Mktg/Sales Rep	
46	4.1.6	ID & develop available tech support	5 days	Mon 1/24/00	Fri 1/28/00			0%	No	Mktg/Sales Rep	

Project Template Project Plan											
ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources	
47	4.2	Formalize marketing plan	5 days	Mon 1/31/00	Fri 2/4/00	40	50,49	0%	Yes	Mktg/Sales Rep	
48	4.3	Create marketing materials	5 days	Mon 2/7/00	Fri 2/11/00			0%	No	Product Mgr	
49	4.3.1	Create/customize sales presentation	5 days	Mon 2/7/00	Fri 2/11/00	47		0%	Yes	Product Mgr	
50	4.3.2	Create/customize other marketing materials	5 days	Mon 2/7/00	Fri 2/11/00	47		0%	Yes	Product Mgr	
51	5	Sell product	50 days	Mon 2/14/00	Fri 4/21/00			0%	No	Mktg/Sales Rep	
52	5.1	Make initial contact with customer(s)/sales partners	3 days	Mon 2/14/00	Wed 2/16/00	38	53	0%	Yes	Mktg/Sales Rep	
53	5.2	Obtain NDA from customer/sales partner	5 days	Thu 2/17/00	Wed 2/23/00	52	54	0%	Yes	Mktg/Sales Rep	
54	5.3	Coordinate & plan sales meeting	10 days	Thu 2/24/00	Wed 3/8/00	53	55	0%	Yes	Mktg/Sales Rep	
55	5.4	Conduct sales meeting	1 day	Thu 3/9/00	Thu 3/9/00	54	56	0%	No	Mktg/Sales Rep	
56	5.5	ID follow-up sales activities	1 day	Fri 3/10/00	Fri 3/10/00	55	57	0%	Yes	Mktg/Sales Rep	
57	5.6	Perform follow-up sales activities	5 days	Mon 3/13/00	Fri 3/17/00	56	58	0%	No	Mktg/Sales Rep	
58	5.7	Finalize sales decision	10 days	Mon 3/20/00	Fri 3/31/00	57	59,60,62	0%	Yes	Mktg/Sales Rep	
59	5.8	Document go/no go sale decision	1 day	Mon 4/3/00	Mon 4/3/00	58		0%	Yes	Mktg/Sales Rep	
60	5.9	Review & update project plan	1 day	Mon 4/3/00	Mon 4/3/00	58		0%	Yes	Mktg/Sales Rep	
61	5.10	Perform pre-negotiation activities	15 days	Mon 4/3/00	Fri 4/21/00			0%	No	Mktg/Sales Rep	
62	5.10.1	Coordinate & plan meeting to discuss deal parameters	10 days	Mon 4/3/00	Fri 4/14/00	58	63	0%	Yes	Mktg/Sales Rep	
63	5.10.2	Conduct meeting to discuss deal parameters	1 day	Mon 4/17/00	Mon 4/17/00	62	64	0%	No	Mktg/Sales Rep	
64	5.10.3	Prepare term sheet	3 days	Tue 4/18/00	Thu 4/20/00	63	65	0%	Yes	Mktg/Sales Rep	
65	5.10.4	Communicate term sheet to Contracts	1 day	Fri 4/21/00	Fri 4/21/00	64	67	0%	No	Mktg/Sales Rep	
66	6	Negotiate contract	60 days	Mon 4/24/00	Fri 6/30/00			0%	No	Contract Mgr	
67	6.1	Generate draft contract for customer	5 days	Mon 4/24/00	Fri 4/28/00	65	68	0%	Yes	Contract Mgr	
68	6.2	Negotiate and finalize contract	45 days	Mon 5/1/00	Fri 6/30/00	67	70,71	0%	Yes	Contract Mgr	
69	7	Complete & approve transaction report (TR)	15 days	Mon 7/3/00	Fri 7/21/00			0%	No	Contract Mgr	

Project Template Project Plan												
ID	WBS	Task Name	Duration	Start	Finish	Pred	Succ	% Comp	Del	Resources		
70	7.1	Review/update decision makers	1 day	Mon 7/3/00	Mon 7/3/00	68		0%	Yes	Mktg/Sales Rep		
71	7.2	Prepare TR	5 days	Mon 7/3/00	Fri 7/7/00	68	72	0%	Yes	Mktg/Sales Rep		
72	7.3	Obtain <del>IP/PA</del> legal approval	1 day	Mon 7/10/00	Mon 7/10/00	71	73	0%	Yes	Contract Mgr		
73	7.4	Obtain client organization approval	3 days	Tue 7/11/00	Thu 7/13/00	72	74	0%	Yes	Contract Mgr		
74	7.5	Obtain VP Corporate Development approval	3 days	Fri 7/14/00	Tue 7/18/00	73	75	0%	Yes	Contract Mgr		
75	7.6	Obtain VP CIO approval	3 days	Wed 7/19/00	Fri 7/21/00	74	77	0%	Yes	Contract Mgr		
76	8	Execute contract	10 days	Mon 7/24/00	Fri 8/4/00			0%	No	Contract Mgr		
77	8.1	Obtain customer contract signature	8 days	Mon 7/24/00	Wed 8/2/00	75	78	0%	Yes	Contract Mgr		
78	8.2	Obtain <del>IP/PA</del> contract signature	2 days	Thu 8/3/00	Fri 8/4/00	77	80,83	0%	Yes	Contract Mgr		
79	9	Set up maintenance plan	5 days	Mon 8/7/00	Fri 8/11/00		89	0%	No	Mktg/Sales Rep		
80	9.1	Launch customer management plan	5 days	Mon 8/7/00	Fri 8/11/00	78		0%	No	Mktg/Sales Rep		
81	9.1.1	Implement relationship management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Mktg/Sales Rep		
82	9.1.2	Implement internal follow-up procedures	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Mktg/Sales Rep		
83	9.2	Launch contract management plan	5 days	Mon 8/7/00	Fri 8/11/00	78		0%	No	Contract Mgr		
84	9.2.1	Implement royalty tracking process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr		
85	9.2.2	Implement quality standard management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr		
86	9.2.3	Implement IP policing	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr		
87	9.2.4	Implement terms management process	5 days	Mon 8/7/00	Fri 8/11/00			0%	No	Contract Mgr		
88	10	Close out project	5 days	Mon 8/14/00	Fri 8/18/00			0%	No	Contract Mgr		
89	10.1	Perform final updates to project plan	1 day	Mon 8/14/00	Mon 8/14/00	79	80	0%	Yes	Project Lead		
90	10.2	Identify lessons learned & perform follow-up activities	2 days	Tue 8/15/00	Wed 8/16/00	89	91	0%	Yes	Project Lead		
91	10.3	Organize & file project plan & documentation	2 days	Thu 8/17/00	Fri 8/18/00	90		0%	Yes	Project Lead		

Project Template Project Plan	
3	Conduct & document client interview If create interview form, can eliminate tasks 1.2.1 thru 1.2.6
4	Gather product information Must include product benefits, similar products, etc.
5	ID tech support issues Type of support required? Tech transfer? Support partner? No support?
8	Perform initial assessment of IP issues Title and rights: 1. Ownership? 2. Protection? 3. Possible infringement?
9	ID client organization decision makers Consider decision makers and needed officer buy-in.
11	Notify <i>IPMAN</i> to begin patent process Potential checklist/form for interview process. If form, change task to "Provide interview form (name or number) to IPMAN". This notification will trigger IPMAN to review patent status.
12	Make & document prelim go/no-go decision Potential form to doc reasons for go/no go.
14	Assess competitive environment Potential checklist or standard form for assessing comp. environment. If so, may choose to delete 2.1.1 thru 2.1.7 and change 2.1 task name to something like complete Form XXX, Competitive Environment Assessment.
22	ID & assess IP issues Expanded investigation of any ownership, protection, potential infringement issues.
24	Prepare market research summary Potential Score Card form. If so, indicate in task field.
25	ID decision makers Verify that all key decision makers are identified
28	Make & document product go/no go decision Potential form to doc reasons for go/no go.
29	Prioritize project opportunity or notify client of no go decision Create scorecard to prioritize. Create form letter that thanks client and notifies of status of product.
32	Review/update market research summary Potential form, Part 2 of Score Card, more market plan specific info.
34	Prepare PTR No formal client interview but Product Manager will communicate with client regularly while preparing the PTR
35	ID decision makers May require multiple client approvals. If so, add task for additional approval(s) - i.e. business unit and IT approval.
42	If patent license, add task for <i>client</i> approval. ID & document customer-specific benefits If form or checklist, can eliminate this task. May be considered part of marketing plan.
43	Determine final valuation & price structure If form or checklist, can eliminate this task.
Project Template, Draft - Mon 3/27/00	
FIG. 195	
Page 6 of 6	

Project Template Project Plan	
51	<b>Sell product</b>
52	At this point, duplicate project plan for each target customer for the specified product. Make initial contact with customer(s)/sales partners Must have signed PTR before initial contact with potential customer
53	<b>Obtain NDA from customer/sales partner</b> Inbound NDA for receiving information and mutual NDA also available on h: drive
55	Conduct sales meeting Including PowerPoint sales presentation
56	ID follow-up sales activities May include demos, site visits to existing customers, brochures, additional presentations, response to meeting questions...OR NOTHING!
58	Finalize sales decision
63	Resource for this task is actually the customer. Conduct meeting to discuss deal parameters Recommend use term sheet for outline of meeting agenda. See link to term sheet on task 5.10.3, Prepare term sheet.
68	Negotiate and finalize contract Could be multiple drafts and result in additional meetings between IPMARK and customer, includes obtaining all necessary approvals
71	Prepare TR
85	If time & resources permit, Mktg/Sales rep should begin pulling together the TR in parallel with task 6.2, Negotiate & finalize contract. Implement quality standard management process Follow up with new customer/sales partner for samples of products to check for product quality.
88	Close out project
89	Project may potentially end any one of several points within project plan. Must complete close out tasks at where ever project end falls within project plan. Perform final updates to project plan
90	Final updates include any clean-up to project plan, e.g. review/update task durations to accurately represent time spent on project tasks. Final update helpful in accurately tracking project and project plan efficiency to allow for process improvement. Identify lessons learned & perform follow-up activities
91	Follow-up could include analyzing project effectiveness and updating generic plan Organize & file project plan & documentation Final project plan should be part of project documentation. Need to develop checklist for keep/not keep documentation. May want to choose std color file for this so always identifiable. Also consider one color for project in progress and another color for project complete.

Client Interview questionnaire (task 1.2)  
(Completion Date: \_\_\_\_\_)

1. Gather product information
2. ID tech support issues
3. ID potential roadblocks
4. ID potential customers/suppliers
5. Perform initial assessment of IP issues
6. ID client organization decision makers

**FIG. 197**

Assess competitive environment checklist (task 2.1)

(Duration: 4 days – Complete by: \_\_\_\_\_)

ID similar products ..... \_\_\_\_\_

ID existing suppliers ..... \_\_\_\_\_

ID potential suppliers ..... \_\_\_\_\_

ID potential customer base ..... \_\_\_\_\_

Update & expand product benefits ..... \_\_\_\_\_

Determine market value/price..... \_\_\_\_\_

**FIG. 198**

Assess Comp Envir.doc

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T08T40"45T05/50

**Assess internal marketing issues checklist (task 2.2)**  
**(Addresses internal IP and Tech Support issues)**

**1. ID & assess IP issues**

**2. ID & assess tech support issues**

**FIG. 199**

# INTELLECTUAL PROPERTY OUTMARKETING PRE-TRANSACTION REPORT

**Product/Project Name:** \_\_\_\_\_

**Entity Requesting:** \_\_\_\_\_

**Contacts (Entity Name, Phone Numbers, Email):** \_\_\_\_\_

**Outmarketing Party(s) (Company, Address, State of Incorporation, Contacts, Phone Numbers):** \_\_\_\_\_

**Intellectual Property Involved: (Patents, Trademarks, Trade Secrets, Software, etc.)** \_\_\_\_\_

**Background of Deal (How Deal Developed, Summary of Intellectual Property Functionality/Uses, Deal Structure):** \_\_\_\_\_

**Financial Analysis (Revenue to be Recognized, Cost Savings, etc.):** \_\_\_\_\_

**Competitive Analysis (Worldwide, Outside US, US only, Outside 9 State Region, etc.):** \_\_\_\_\_

**Status of Deal (Ready to Sign Up, Need Negotiation Assistance):** \_\_\_\_\_

**Anticipated Timeline (Initial Meeting, Demos, Sign Contract, etc.):** \_\_\_\_\_

\_\_\_\_\_, a \_\_\_\_\_ Corporation subsidiary, requests IPMARK \_\_\_\_\_ on its behalf to enter into an intellectual property outmarketing agreement according to the above-described terms.

Requestor	Entity/Dept.	Title	Date
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Marketing Plan checklist (task 4.1)

ID & prioritize target customer(s)/sales partners .....  
ID & document customer-specific benefits .....  
Determine final valuation & price structure .....  
Develop channel strategy .....  
Develop IP strategy .....  
ID & develop available tech support .....  
Formalize marketing plan .....

FIG. 201

## NONDISCLOSURE AGREEMENT

THIS NONDISCLOSURE AGREEMENT is made by and between [Name of \_\_\_\_\_ Entity], a corporation organized under the laws of \_\_\_\_\_ ("OWNER"), and \_\_\_\_\_, a corporation organized under the laws of \_\_\_\_\_ (the "Company"), effective as of \_\_\_\_\_, 20\_\_\_\_. The parties agree as follows:

1. Project Defined. The Company may receive from OWNER information of a non-public nature for use by the Company and its officers, directors, agents, employees and representatives, including financial and legal advisers (collectively "Representatives"), in the course of the performance of the Company's services for OWNER in connection with \_\_\_\_\_

\_\_\_\_\_ (the "Project").

2. Information Defined. The Company acknowledges that, in the course of its performance of services for or discussions with OWNER in connection with the Project, the Company will receive certain private and proprietary information from or about OWNER or its affiliates, including but not limited to technical, financial or business information and models, names of customers or partners; proposed business deals, reports, plans, market projections, software programs, data or any other private and proprietary information relating to the Project which may include certain trade secrets ("Information"). The term "Information" as used herein also includes: (i) the fact that the Information has been made available to or is being inspected or evaluated by the Company; (ii) the fact that the Company is providing services to OWNER or is otherwise involved in or discussing the Project; and (iii) any information, work papers, analyses, compilations, projections, studies, documents, terms, conditions, correspondence, facts or other materials derived or produced by the Company or its representatives for OWNER in connection with the Project. Any Information supplied by OWNER to the Company prior to the execution of this Agreement shall be subject to the same treatment as the Information made available after the execution of this Agreement.

3. Exclusions from Definition. The term "Information" as used herein does not include any data or information that: (a) is already known to the Company at the time it is disclosed to the Company; or (b) before being divulged by the Company: (i) has become generally known to the public through no wrongful act of the Company or its representatives; (ii) has been rightfully received by the Company from a third party without restriction on disclosure and without a breach of an obligation of confidentiality

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running directly or indirectly to *OWNER*; (iii) has been approved for release by a written authorization by *OWNER*; or (iv) is independently developed by the Company without use, directly or indirectly, of the Information received from *OWNER*.

4. Nondisclosure Obligation. The Company shall keep the Information confidential and shall not disclose such Information, in whole or in part, to any person other than its Representatives who need to know such Information in connection with the Company's performance of services for *OWNER* in connection with the Project except with the prior written consent of *OWNER* or as otherwise permitted hereunder. Such Representatives shall be informed by the Company of the confidential nature of the Information and shall be required by the Company to agree in writing to be bound by this Agreement. The Information shall be used by the Company solely for the purpose of performing services for or otherwise evaluating the information provided by *OWNER* in connection with the Project, and shall not be otherwise used for the Company's own benefit or for any purpose detrimental to the interests of

5. Standard of Protection. For the purpose of complying with the obligations set forth herein, the Company shall use efforts commensurate with those that it employs for the protection of corresponding sensitive information of its own, which shall in any event be no lesser a standard than the type of efforts that would be taken by a reasonable business for the protection of its own highly confidential information and trade secrets.

6. Compliance with Legal Process. In the event that the Company is legally requested or required (by oral questions, interrogatories, requests for information or documents, subpoena, Civil Investigative Demand or similar process or, in the opinion of counsel for the Company, by federal or state securities or other statutes, regulations or laws) to disclose any Information, the Company shall promptly notify *OWNER* of such request or requirement prior to disclosure so that *OWNER* may seek an appropriate protective order and/or waive compliance with the terms of this Agreement.

7. Ownership; Return of Information. All Information (including tangible copies and computerized or electronic versions and summaries thereof) shall remain the property of *OWNER*. Within ten (10) days following the receipt of a written request from *OWNER*, the Company shall deliver to *OWNER* all tangible materials containing or embodying the Information received from *OWNER*, together with a certificate executed by an officer of the Company certifying that all such materials in the Company's possession or control have been delivered to *OWNER* or destroyed. The Company shall not assert directly or indirectly any right with respect to the Information which may impair or be adverse to *OWNER*'s ownership thereof.

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8. Remedies for Breach. The Company understands and agrees that money damages would not be a sufficient remedy for any breach of this Agreement and that **OWNER** shall be entitled to seek injunctive or other equitable relief to remedy or forestall any such breach or threatened breach. Such remedy shall not be deemed to be the exclusive remedy for any breach of this Agreement, but shall be in addition to all other rights and remedies available at law or in equity.

9. No Representations or Further Obligations. Neither this Agreement nor the disclosure of Information shall constitute or imply any promise or intention to make any purchase of services by **OWNER**. None of the Information which may be disclosed by **OWNER** shall constitute any representation, warranty, assurance, guarantee or inducement by **OWNER** to the Company of any kind, and in particular, with respect to the accuracy or completeness of any Information or the non-infringement of trademarks, patents, copyrights, mask protection rights or any other intellectual property rights, or other rights of third persons. It is understood that this Agreement does not obligate **OWNER** to enter into any further agreements or to proceed with any possible relationship or other transaction.

10. Term; Termination. This Agreement shall terminate as to the exchange of any new Information three (3) years after the effective date hereof. Either party may terminate the exchange of Information under this Agreement at any time by written notice to the other specifically referencing this Agreement. In any event, however, the obligations of the Company to maintain the confidentiality of the Information it has received under this Agreement shall continue for a period of three (3) years after such termination and then terminate; provided, however, that such obligation shall continue indefinitely as to Information constituting a trade secret under applicable law for so long as such Information remains a trade secret.

11. No Waiver. No failure or delay by **OWNER** in exercising any right, power or privilege hereunder shall operate as a waiver thereof, nor shall any single or partial exercise thereof preclude any other or further exercise thereof or the exercise of any other right, power or privilege hereunder.

12. Amendment. This Agreement may not be modified, supplemented or amended orally, but only by a writing signed by both parties hereto.

13. Applicability to Associated Parties. Any information disclosed to the Company by any of **OWNER**'s affiliated companies or by any company, person or other entity participating with **OWNER** in any consortium, partnership, joint venture or

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similar business combination in connection with the Project, which would otherwise constitute Information hereunder if disclosed by *OWNER*, shall be deemed to constitute Information under this Agreement, and the rights of *OWNER* under this Agreement may be enforced by any such affiliate or other entity in addition to with respect to any violation relating to the Information disclosed by such affiliate or other entity, as if such entity were also a party to this Agreement.

14. Governing Law. This Agreement shall be governed by and construed and enforced in accordance with the laws of the State of \_\_\_\_\_, without regard to its choice of law provisions.

IN WITNESS WHEREOF, the parties have executed and delivered this Nondisclosure Agreement effective as of the date first written above.

*OWNER*:

Company:

By: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

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FIG. 205

FIG. 205

**Product Name**

**License Agreement Term Sheet**

- Definitions  
What is licensed?
- Specs of the Software (exhibit)  
Definition/description?
- Delivery, testing and acceptance  
How should this work?
- Grant and Scope of License  
Exclusive? Non-exclusive? Etc.?
- Term and Limitations on Use and reproduction  
What can partnership do with it?
- Sublicensing and transfer limitations
- Pricing Terms  
Royalties? Buy? Savings?
- Acct and audit rights  
As stated in the partnership agmt?
- Sales and Property tax liability  
Who liable?
- Trade secret protection/Confidentiality terms  
Need to be strict. In what manner may disclosure be made to vendors, particularly STB mfts?

- Title to original software and owner infringement reps  
Positive stmt of ownership –will we indemnify the partnership?
- Ownership of mods enhancement and additions  
Who owns?
- Source code inclusion/exclusion and protection  
Must source be disclosed to partnership?
- Training and documentation req's  
Any?
- Protection of Trademarks  
Partnership must honor <sup>owner's</sup> marks
- SW maintenance and technical support obligations
- Vendor warranty obligations and scope
- Limitation of liability and types of damages
- Vendor indemnity and obligations in event of infringement
- Dispute resolution provisions
- Insurance terms (vendor on site?)
- Assignment limitations
- Std boilerplate (merger, written agmt, force majeure, etc)

FIG. 207

09750454.04130.1  
FIG. 207

**INTELLECTUAL PROPERTY OUTMARKETING  
TRANSACTION REPORT**

**INTELLECTUAL PROPERTY INVOLVED:**

**OUTMARKETING PARTY:**

**BUSINESS DEAL CONTACTS:**

**INTELLECTUAL PROPERTY CONTACTS:**

**ESTIMATED VALUE:**

Up Front Savings  
Revenues (Years) = \_\_\_\_\_

**I. Executive Summary**

**II. Background**

**FIG. 208**

09750154-041801  
T08T4045T05/60

097503134-04-1303-1  
T08T40-46T05/60

### **III. Deal Structure**

### **IV. Financial Analysis**

### **V. Competitive Analysis**

(1) Customers:

(2) Territory:

(3) Standardization:

**FIG. 209**

**VI. Recommendation**

	BUSINESS APPROVAL	LEGAL APPROVAL
Signature:	_____	_____
Printed Name:	_____	_____
Title:	_____	_____
Entity:	_____	_____
Date:	_____	_____

FOIb4045T05260

Figure 1 consists of 12 histograms arranged in a 6x2 grid. The left column shows distributions for  $n=10, 20, 30, 40, 50, 60$ . The right column shows distributions for  $n=70, 80, 90, 100, 110, 120$ . Each histogram has 'Number of non-zero elements' on the x-axis and 'Frequency' on the y-axis. The distributions are roughly bell-shaped and centered around  $n/2$ .

**Instructions:**

1. All updates in MS Project are made at the sub-task level only.
2. In the Task # field, enter the # of the task being updated or "new" if adding a task.
3. Find the column for the field you wish to update for the task and enter update information in the space provided.
4. Use the following guidelines for updating fields in MS Project:
  - Start/Finish Date - Change the duration of the appropriate task(s) to arrive at the new start/finish date
  - % Complete - Enter the new % complete for the task(s), either manually or using the up/down arrows
  - Deliverable - Change deliverable field to Yes, either manually or using the option in the drop down box

[illegible]

FIG. 211

## Opportunity Score Card

Scoring Date: _____	Scorer Initials: _____	<b>Total Score:</b>
Product/Project Name _____		
Business Unit _____		
Business Unit Primary Contact:		IPMARK Primary Contact:
Name _____		Name _____
Phone _____		Phone _____

Score Card Key Factors	Scoring & Explanation
<b>1. MARKET POTENTIAL</b> <ul style="list-style-type: none"> <li>- Product viability (i.e. unique product, benefits, support/maintenance?)</li> <li>- Potential customers?</li> <li>- Few competitive products/suppliers?</li> <li>- Large market, low market saturation?</li> </ul> <div style="text-align: center; margin-top: 10px;">             High                                      Low              Potential ----- Potential              10 9 8 7 6 5 4 3 2 1           </div>	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Market Potential Rating:</div>
<b>2. PROJECT TIMEFRAME</b> <ul style="list-style-type: none"> <li>- Product developed &amp; ready to market?</li> <li>- Ownership? Patent status?</li> <li>- Identified interested parties?</li> <li>- Deal simple or complex?</li> <li>- Anticipated time to sell/close/recognize \$?</li> </ul> <div style="text-align: center; margin-top: 10px;">             Today ---- 6 ---- 12 ---- 18+ mths              10 9 8 7 6 5 4 3 2 1           </div>	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Project Timeframe Rating:</div>
<b>3. PROJECTED REVENUE POTENTIAL</b> <ul style="list-style-type: none"> <li>- Anticipated total revenue from project? (if no strong customers, use 1X value)</li> </ul> <div style="text-align: center; margin-top: 10px;">             Over                                      Under              5M -- 4M ---- 1M ----- 100K              10 9 8 7 6 5 4 3 2 1           </div>	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Revenue Potential Rating:</div>
<b>4. COMPETITIVE THREAT TO BELL SOUTH</b> <ul style="list-style-type: none"> <li>- Sale give customer competitive advantage over BellSouth?</li> </ul> <div style="text-align: center; margin-top: 10px;">             No                                      High              Threat ----- Threat              10 9 8 7 6 5 4 3 2 1           </div>	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Competitive Threat Rating:</div>
<b>5. INTANGIBLE VALUE</b> <ul style="list-style-type: none"> <li>- Set stage for future big \$ deals?</li> <li>- Build/foster relationship w/ existing/future customer?</li> <li>- Officer request/interest?</li> <li>- Public relations opportunity?</li> </ul> <div style="text-align: center; margin-top: 10px;">             High                                      Low              Profile ----- Profile              10 9 8 7 6 5 4 3 2 1           </div>	<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 0 auto;">Intangible Value Rating:</div>
<b>TOTAL SCORE:</b>	

FIG. 212

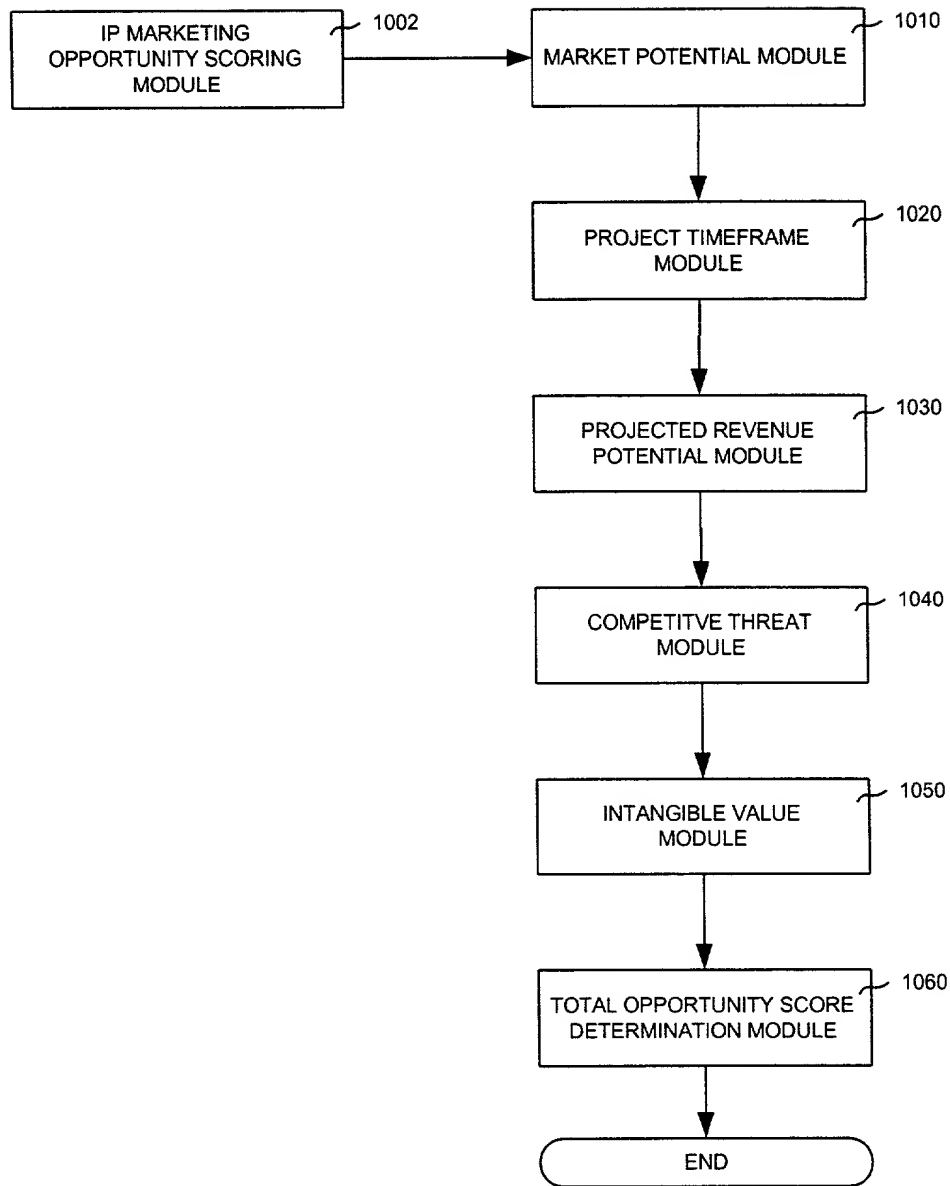


FIG. 213

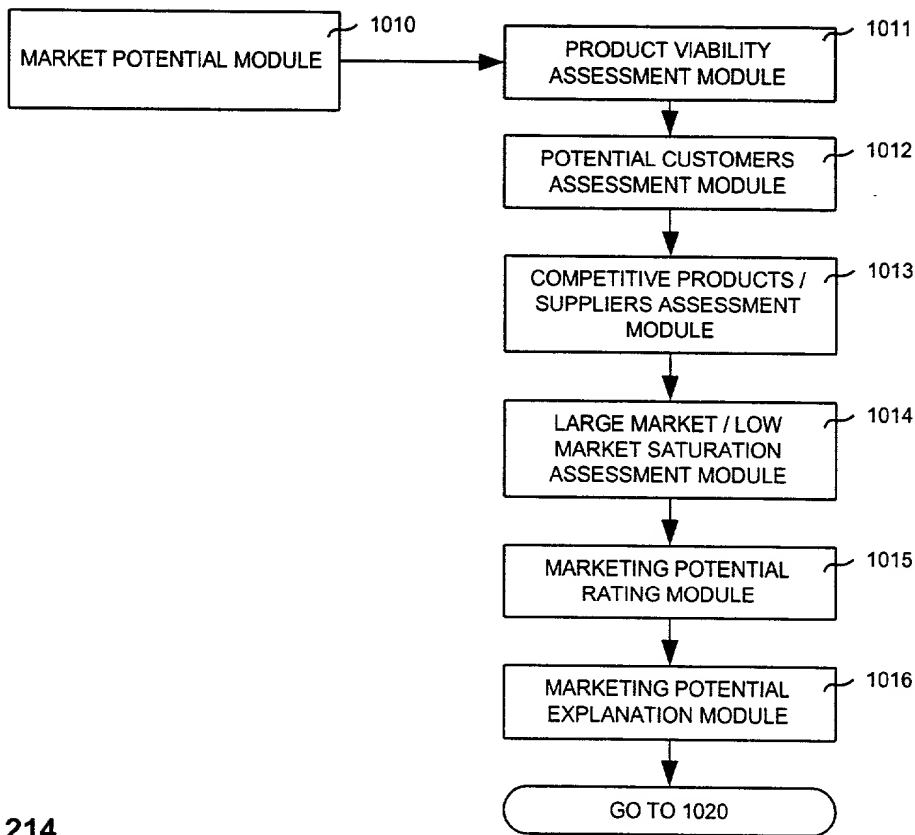


FIG. 214

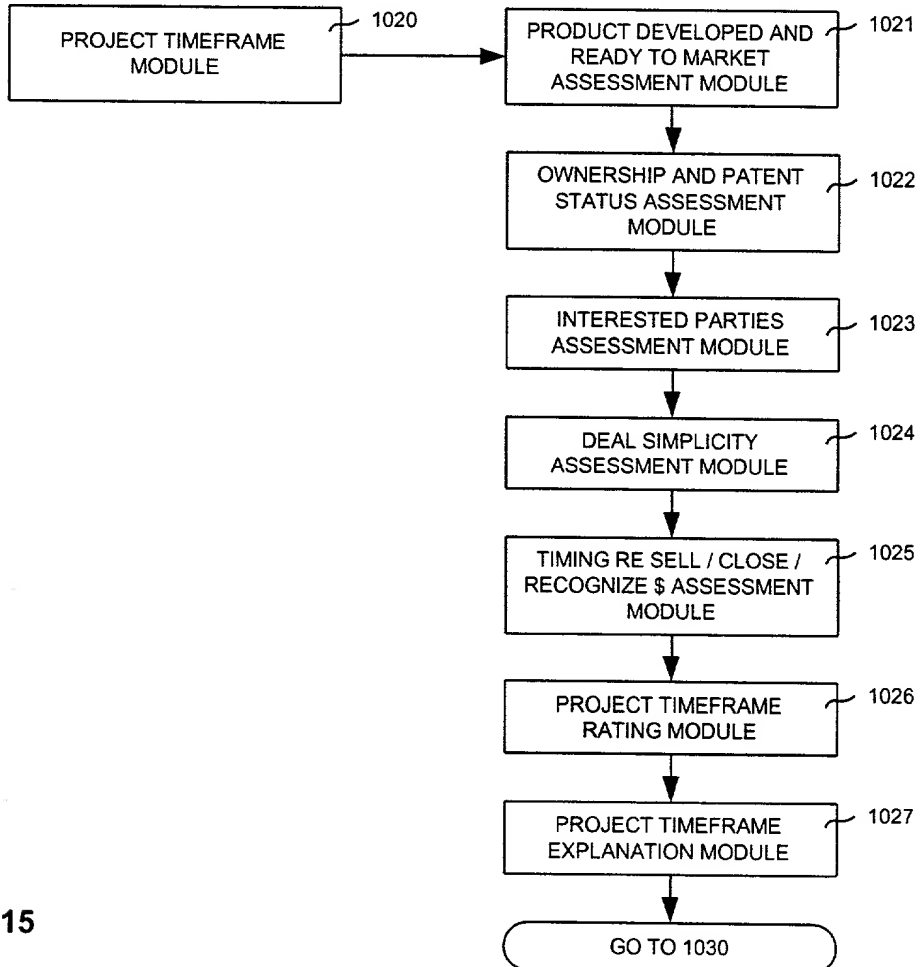


FIG. 215

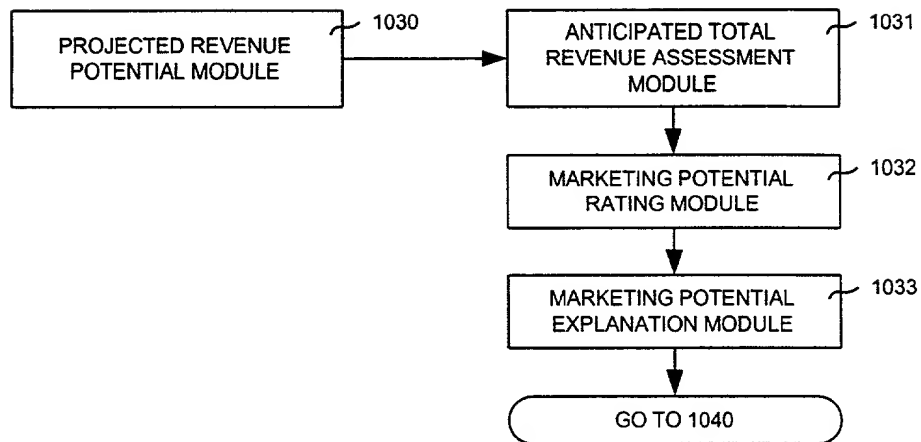


FIG. 216

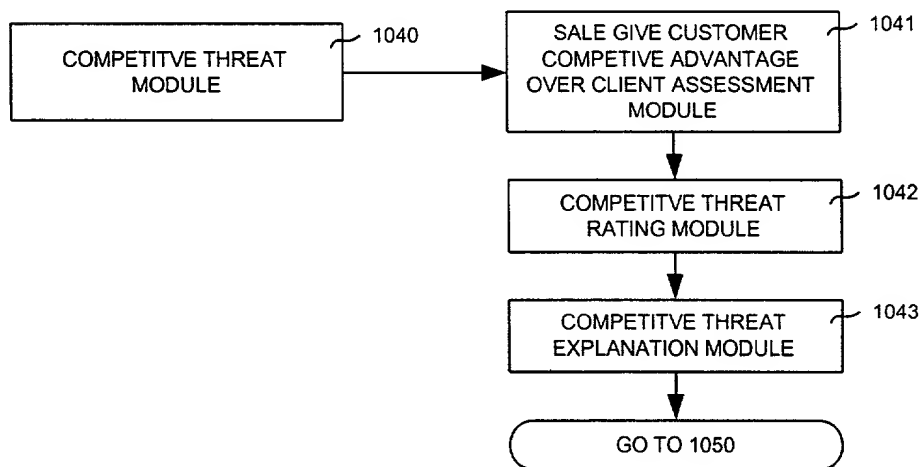


FIG. 217

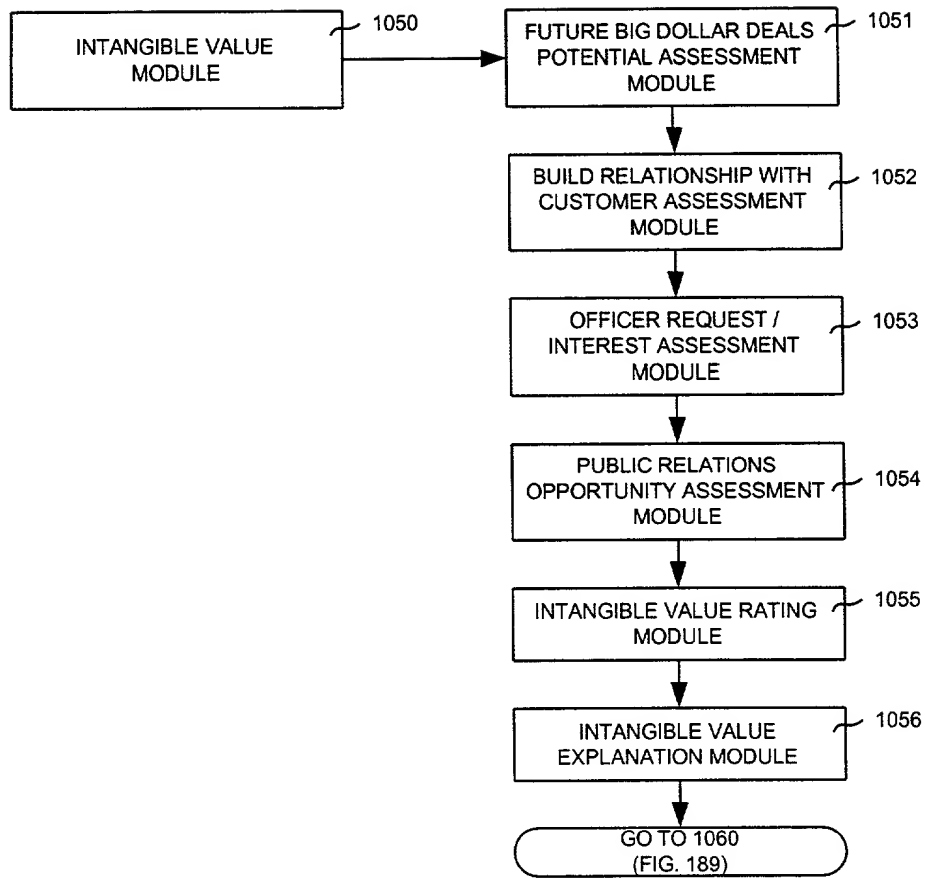


FIG. 218

# INTELLECTUAL PROPERTY AWARDS PROGRAM

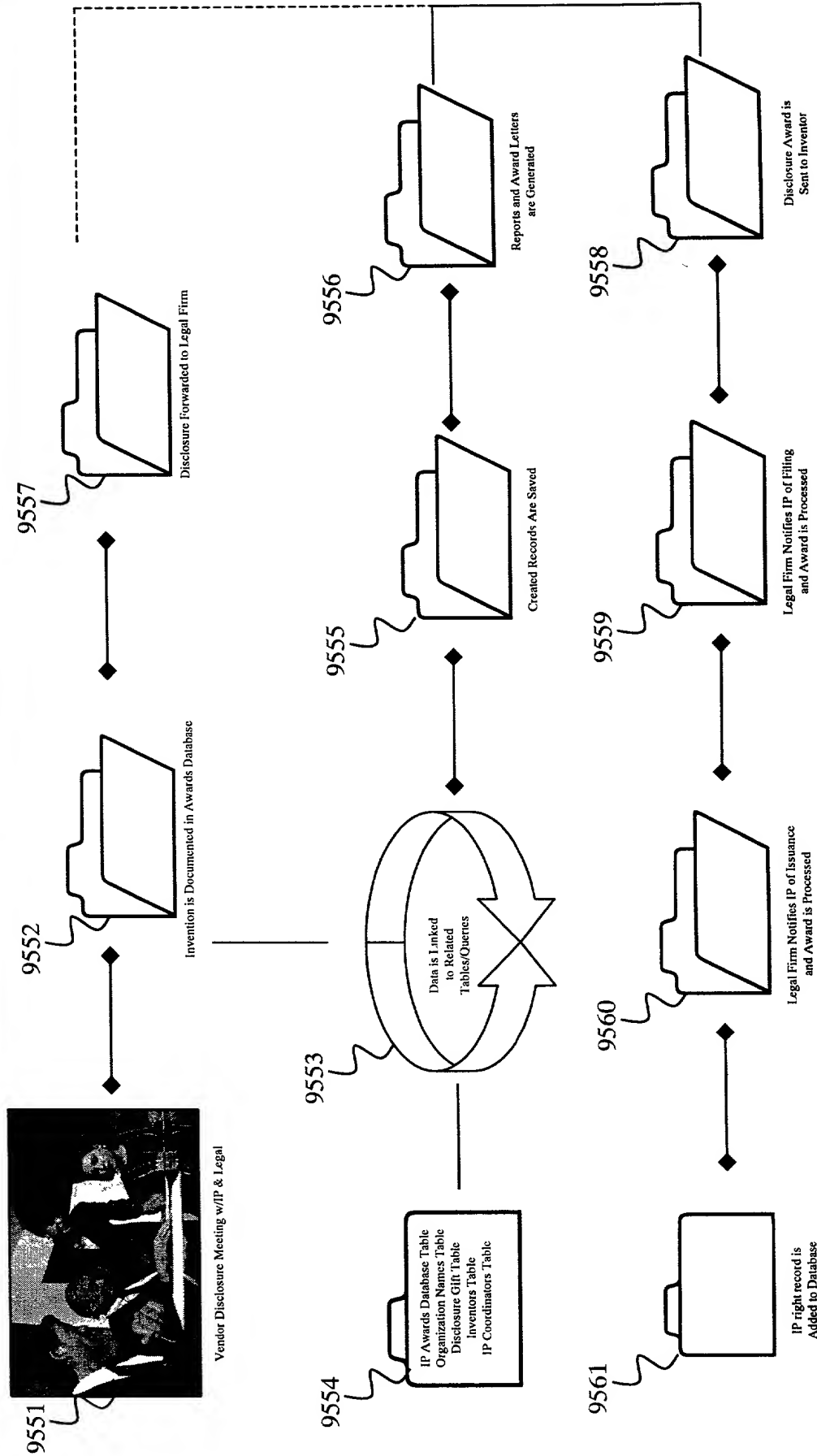


FIG. 219

## >>> Company Intellectual Property>>> >> 10 Step Checklist

### ✓Patents

- ☐ Work produced by Company employees or with Company resources has been assessed for patentability if, at least one of the following occurred:
  - ⇒ Development of a new product, feature, process or software that seems unique
  - ⇒ Improvements to existing technology, product, process, or software
  - ⇒ Results that cut costs and/or improve efficiency
  - ⇒ Creation of a new business method

*It is critical that employees bring their inventions to the attention of the Director of Technology (404) xxx-xxxx or the Technology Asset Manager (404) xxx-xxxx as soon as possible, and especially before any public disclosure of the invention!*

### ✓Trademarks

- ☐ The Company mark and subbrands have been used in accordance with the company's graphics standards to ensure that the significant value of the mark is not diluted.
- ☐ All subbrands have been cleared by the Director of Trademarks.
- ☐ All third party (such as agents, distributors, co-brand parties, and sponsored parties) use of Company's trademarks have been authorized in writing using language approved by Company Intellectual Property Marketing Corp.

*Any questions regarding Graphics and Sponsorships should be brought to the attention of the Director of Corporate Identity (404) xxx-xxxx and other Trademark questions should be directed to the Director of Trademarks (404) xxx-xxxx.*

### ✓Copyrights

- ☐ Every Company work product created by an employee or by a vendor under a "work made for hire" contract have been properly marked with a copyright notice.

It is not necessary to register the copyright in order to place the copyright notice on the work.

*Any questions regarding Copyrights should be brought to the attention of the Director of Administration (404) xxx-xxxx.*

### ✓Proprietary Information

- ☐ All proprietary information has been physically marked by its originator at the bottom center margin using the approved markings.
- ☐ All proprietary information has been securely stored and properly disposed.
- ☐ An NDA or IEA has been executed due to the necessity of sharing Company proprietary information in order to discuss or negotiate a potential business relationship, and:
  - ⇒ only the minimum amount of proprietary information necessary to facilitate our business purposes has been shared or received; and
  - ⇒ any necessary patent applications have been filed prior to such disclosures.

*Any questions regarding proprietary information should be brought to the attention of the Director of Administration (404) xxx-xxxx.*

### ✓Ownership

- ☐ Before any development work to be done by an outside vendor (such as software, training courses or advertising) is begun, a specific written contract has been executed ensuring that Company will be the owner of the intellectual property rights in the developed technology, or work of authorship. (see *Executive Directive 12*).

*Any questions regarding Ownership should be brought to the attention of the Vice President of Company Intellectual Property Management Corporation (404) xxx-xxxx.*

### ✓Marketing

Company's policy is to maximize the value from its intellectual property.

- ☐ Opportunities to outmarket Company technology, software, systems, processes or other intellectual property to another company have been identified.

*Any marketing opportunities should be brought to the attention of the Vice President of Company Intellectual Property Marketing Corporation (404) xxx-xxxx.*

# Patent Process Life Cycle

Patent Timeline:

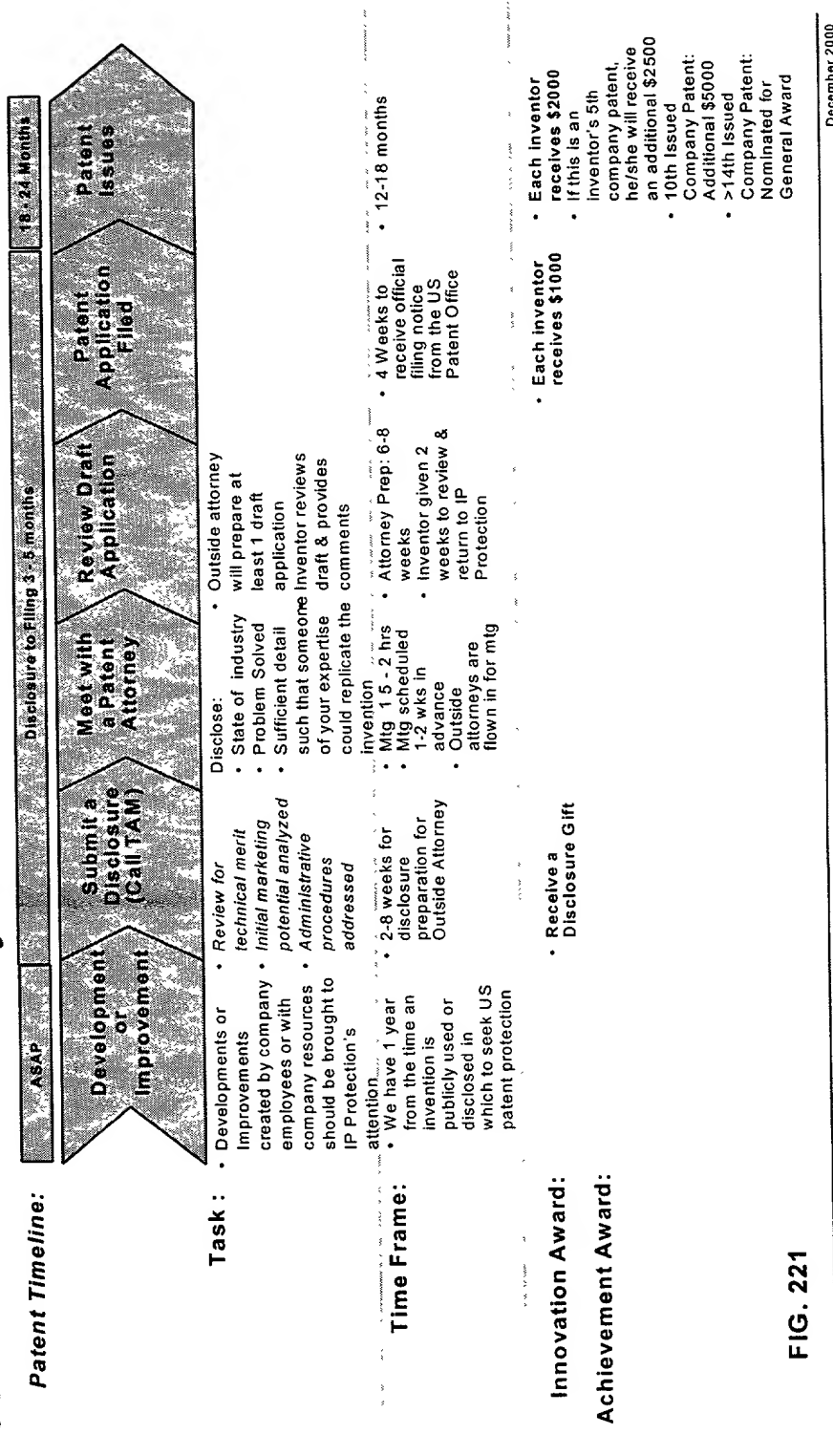


FIG. 221



# Innovations

## What's Patentable?

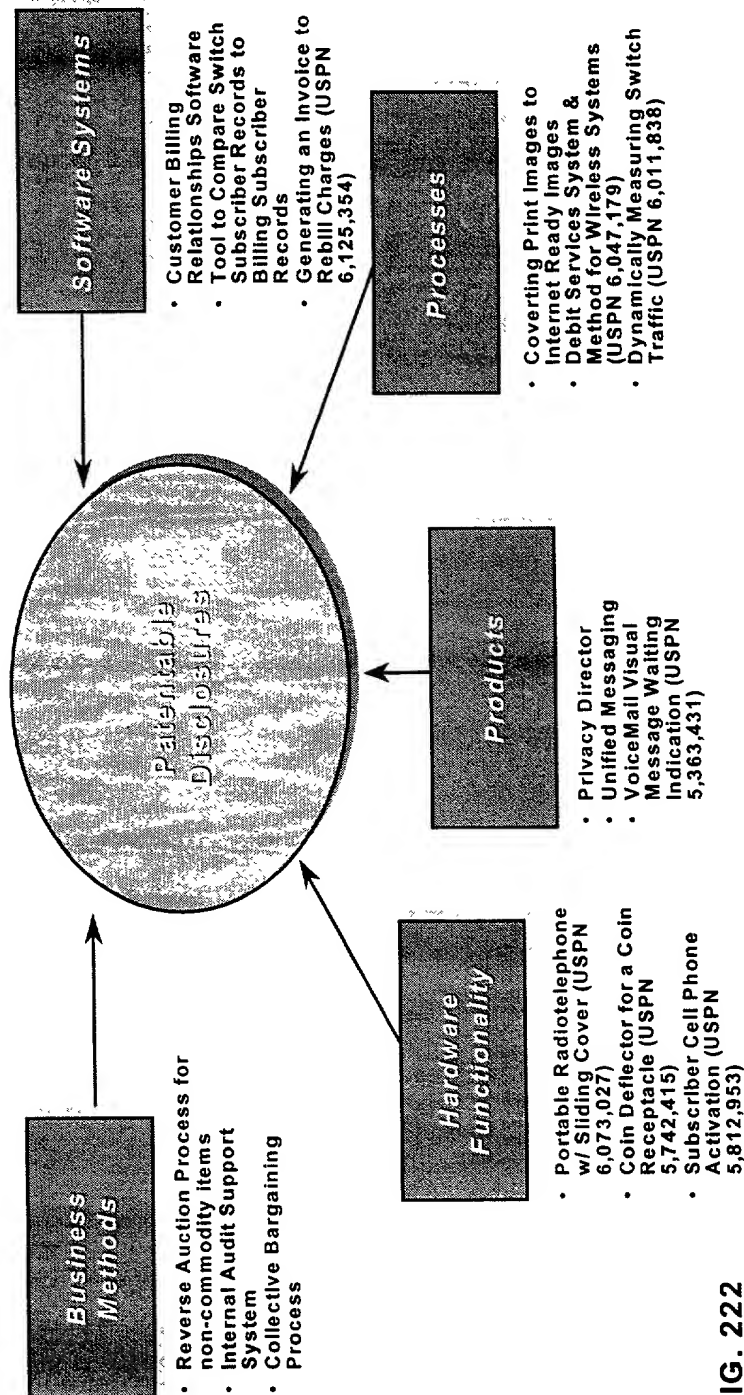


FIG. 222

## Internal Auditor

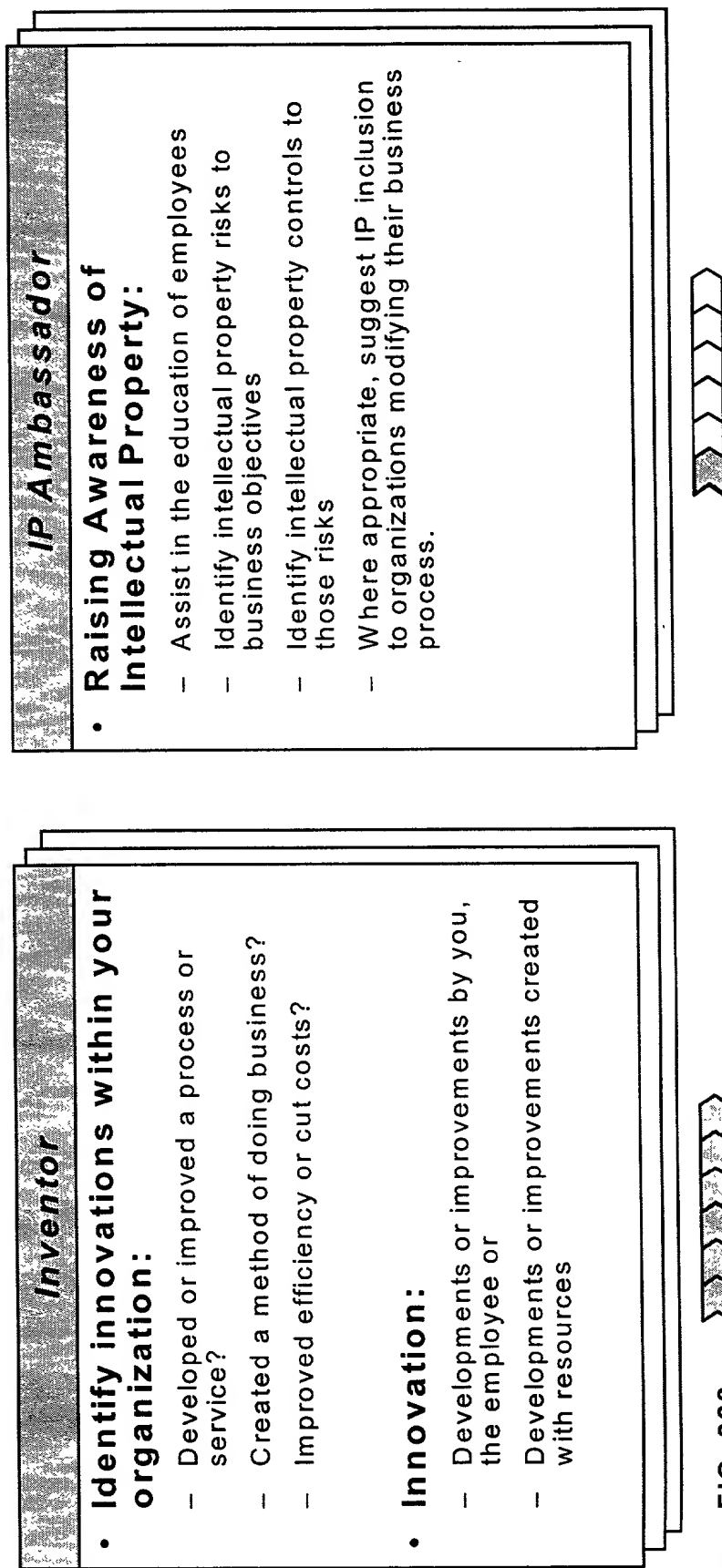
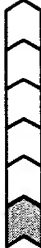


FIG. 223



# Internal Audit & the Checklist

## Sample Business Process

Business Objectives	Transition Product to Trial Testing	Integrate Product w/ Current Service Offerings	Product to Market by Goal	Produce Savings	Decrease employee turnover ratio
	<ul style="list-style-type: none"> <li>Delay in contract negotiations</li> </ul>	<ul style="list-style-type: none"> <li>Vendor's architecture incompatible</li> <li>Contract Disputes</li> </ul>	<ul style="list-style-type: none"> <li>Project delayed by missed deadlines</li> <li>Unable to market product as intended due to Trademark Issues</li> </ul>	<ul style="list-style-type: none"> <li>Increased development al costs</li> <li>Product released to &lt;50% of Market in 2001</li> <li>Costly Overhead</li> </ul>	<ul style="list-style-type: none"> <li>Employee Incentive Programs too costly</li> <li>Access to Senior Mgt too bureaucratic</li> <li>Limited Budget for Salary Increases</li> </ul>
Potential Risks					
Controls	<ul style="list-style-type: none"> <li>Seek Patent Protection early</li> <li>Ensure proprietary info properly marked</li> </ul>	<ul style="list-style-type: none"> <li>Ensure Ownership</li> <li>Seek Patent Protection</li> <li>Ensure Proprietary Markings</li> </ul>	<ul style="list-style-type: none"> <li>Contact Trademark &amp; Corporate Identity Directors early in Process</li> </ul>	<ul style="list-style-type: none"> <li>Identify outmarket opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Encourage innovation through the Innovation Awards Program</li> </ul>

*As an internal auditor, you can help educate the organization on the importance of intellectual property.*

FIG. 224

INTELLECTUAL PROPERTY ACTIVITIES — HIGH LEVEL OVERVIEW TO IP PROTECTION ACTIVITIES

# 90% of All Revenues Are Credited towards the Entity That Owns the IP Asset

Product licensing is a simple process:

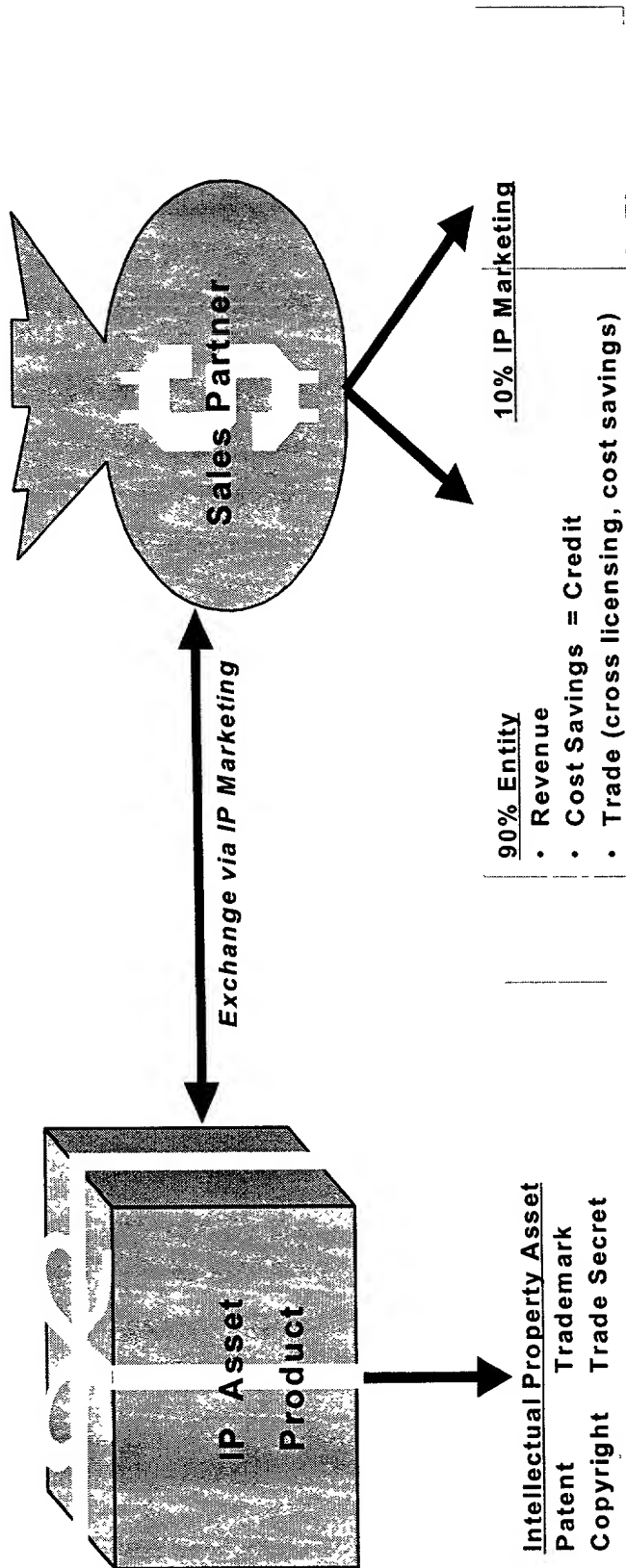


FIG. 225

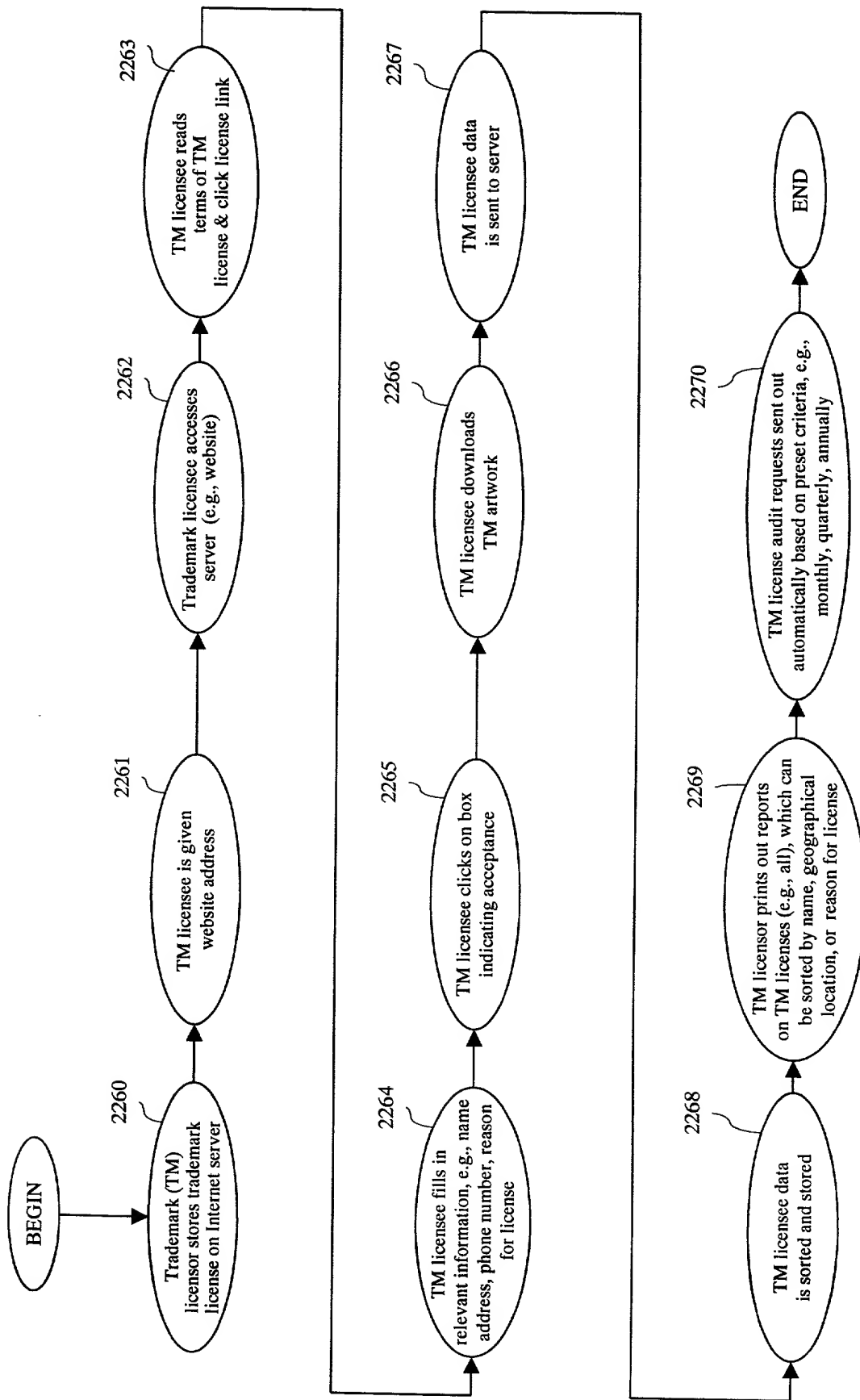


FIG. 226